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ILLUSTRATING ZODIAC

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illustrating ZODIAC

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showing his artworks (or design)*

1. INTRODUCTION

There are 12 zodiac signs, and each sign has its own profile such as : strengths and weaknesses, its own specific traits, desires and attitude towards life and people. It can be formulated by analyzing the projection of the position of planets, the sun and the moon on the ecliptic at the moment of birth. Astrology can give us a glimpse of a person's basic characteristics, preferences, flaws and fears.

Characteristics constructed by zodiac often be our reference for judging people. Often people are looking for a suitable partner according to zodiac partner suitability. Apparently, many people still believed to superstitious like these [1].

Characteristics is a basic thing that we must construct, when we would design a character (or character(s)). This has become an important foundation for the project of Visual Element subject in sub material of Illustration in STMIK STIKOM Indonesia (STIKI INDONESIA).

The Project of Illustrating Zodiac produce very diverse artworks in term of art styles and approach used. This diversity is very reasonable considering the participants of Visual Element subject has a high freedom for adapting various styles as a reference.

Most students use the visual style of Manga. Some use anthropomorphic models with cartoon style ala Cartoon Network. Some use the iconic fashion flat design visualization style, and even many of students illustrate the characters with his own style.

The Zodiac illustration project is also implemented with the aim of researching the tendency of students to illustrate a character (persona) based on a specific scheme (archetype). The specific scheme chosen is the zodiac archetype, the archetype reference that also revealed earlier is Jungian archetype.

The selected artworks displayed in this book are artworks that meets the following criteria: original, unique, and well presented. There are a number of 18 (eighteen) from total of 35 (thirty-five) participants who meet the criteria. Please have your leisure time to appreciate their artworks in this book. Happy reading!

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ADE RESTAN WAISNAWA
PUTU ARI DEVA DIPUTRA
LELY MEILINA
I PUTU ARDHI KURNIAWAN
PUTU EKA CAHYA PRATAMA
I WAYAN WIRA YASA
PUTU KRISNA YUDA PRATAMA
MUHAMMAD IMAM SAFII (IMAM MITOS)
FAISAL HARIES
PUTU NOVITA HANDAYANI
I NENGGAH ARI ARTHA
KADEK SUKMA DWIPA PRAMESTA
IFAN PAMBUDI

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4. ILLUSTRATING ZODIAC

A wide variety of archetypes can be found throughout history, from the works of Shakespeare all the way back to the teachings of Plato. You can spend some time in the library researching archetypes throughout history, but we are going to focus on a specific grouping of archetype.

Today, the most prevalent archetypes used are set forth by the Swiss psychologist Carl Gustav Jung. Jung, a colleague of Sigmund Freud, studied the idea of the conscious and unconscious mind. He believed that multiple reoccurring innate ideas defined specific characters. It is these reoccurring ideas that we as humans grasp onto in order to define people we encounter in our everyday lives, as well as characters in fictional works.

These basic archetypes exist in all literature. The Jungian archetypes are pretty selfevident, but once you become more familiar with the various archetypes and what they mean, they become much more recognizable and thus make character development easier as well [2].

The term "archetype" has its origins in ancient Greek. The root words are *archein*, which means "original or old"; and *typos*, which means

"pattern, model or type". The combined meaning is an "original pattern" of which all other similar persons, objects, or concepts are derived, copied, modeled, or emulated.

4.1 Jungian Archetype

The psychologist, Carl Gustav Jung, used the concept of archetype in his theory of the human psyche. He believed that universal, mythic characters—archetypes—reside within the collective unconscious of people the world over. Archetypes represent fundamental human motifs of our experience as we evolved; consequentially, they evoke deep emotions.

Although there are many different archetypes, Jung defined twelve primary types that symbolize basic human motivations. Each type has its own set of values, meanings and personality traits. Also, the twelve types are divided into three sets of four, namely Ego, Soul and Self. The types in each set share a common driving source, for example types within the Ego set are driven to fulfill ego-defined agendas. Here are the Jungian archetypes [3] :

The Ego Types [4]:

1. The Innocent a.k.a. the dreamer, the romantic

The innocent's core desire is to be free and happy, and their biggest fear is to do something wrong and be punished for it. At their best they are optimistic, honest and enthusiastic – at their worst they are irritating, boring and childish.

Few examples of this type are (preview image in clockwise turn): Agnes in Despicable Me, Masha in Masha and the Bear, Audrey Hepburn, and Wall E



figure 1. The Innocent

2. The Orphan/Regular Guy, a.k.a. The Everyman, The Good Guy

The regular guy (or girl) only wants to belong and feel a part of something, and their greatest fear is to be left out or to stand out from the crowd. At best they are friendly, empathetic and reliable – at worst they are weak, superficial and suggestible.

Few examples of this type are (preview image in clockwise turn): Carl Fredricksen in UP, and Bilbo Baggins in Hobbit, Alice (Alice in Wonderland), and Punky Brewster

<https://moviepilot.com/posts/1274092>
<https://iamjoanna.deviantart.com>



www.tv.com/shows/punky-brewster/

<http://pixar.wikia.com/wiki/Up>



<http://disney.wikia.com/wiki/Alice>



figure 2. The Regular Guy/Girl (Ordinary People)

3. The Hero a.k.a. The Superhero, The Warrior

The hero's main motivator is to prove their worth, and their greatest fears are weakness and failure. At their best they are brave, determined and skilful – at their worst they are arrogant, aggressive and ruthless.

Few examples of this type are (preview image in clockwise turn): Michael Jordan, THOR, and Si Buta Dari Gua Hantu (male), Cascade / Sujatmi Sunowaparti (DC), Wonder Woman, and Malala Yousafzai (female)

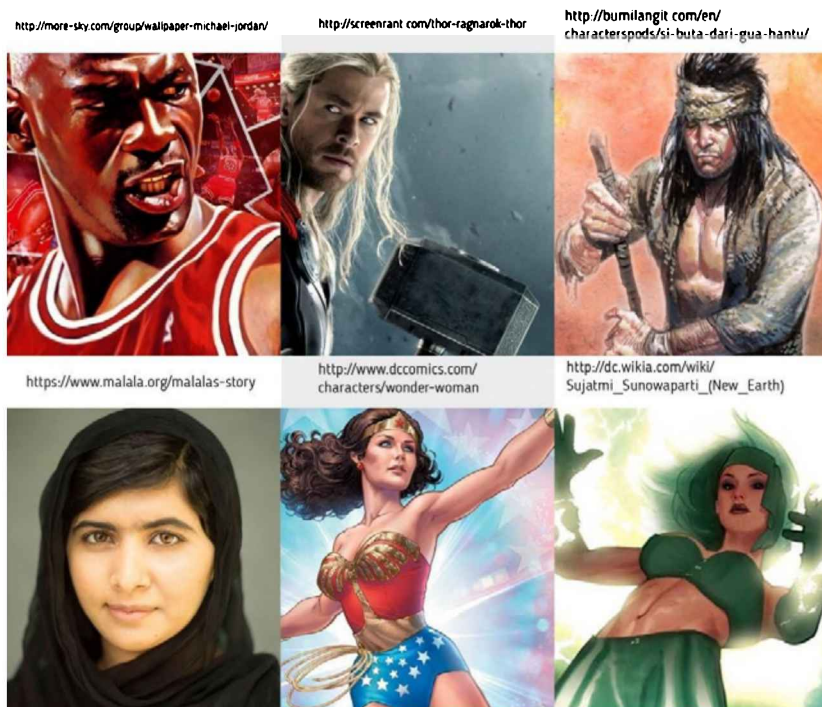


figure 3. The Hero

4. The Caregiver a.k.a. The Nurturer, The Saint, The Parent

The Caregiver is driven by their need to protect and care for others, and their worst fear is selfishness and ingratitude for their sacrifices. On the positive side they are compassionate, generous and strong, on the negative they are masochistic, manipulative and codependent.

Few examples of this type are : Mother Teresa, Mohandas Karamchand (Mahatma) Gandhi



figure 4. The Caregiver
Left : Mother Teresa | Right : Mahatma Gandhi

The Soul Types

5. The Explorer a.k.a. The Seeker, iconoclast, wanderer, individualist, pilgrim.

The explorer craves adventure and wants to discover the world for themselves. They fear conformity and inner emptiness. On a good day

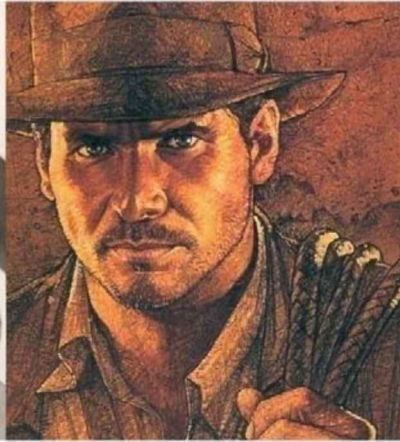
they are independent, ambitious and spiritual, on a bad day they are restless, aimless and flaky.

Few examples of this type are (preview image in clockwise turn):
Amelia Earhart, Indiana Jones, Tintin and Lara Croft in Tomb Rider

<http://news.nationalgeographic.com/news/2014/07/140727-amelia-earhart-history-flight-airplanes-adventure-explorer/>



<http://wallpapercave.com/wp/cjgyhw.jpg>



<http://fullhdpicture.com/wp-content/uploads/2016/02/Magnificent-Lara-Croft-in-Tomb-Raider-Underworld-Wallpaper.jpg>



<http://www.tmagazine.co.uk/tintin-herges-masterpiece/>

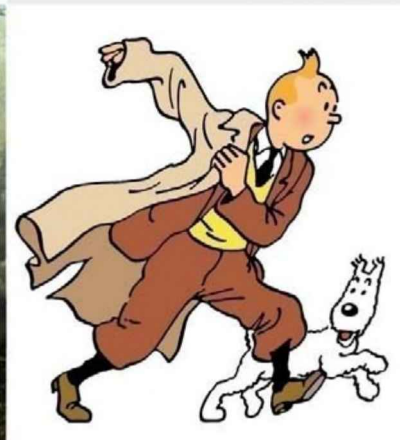


figure 5. The Explorer

6. The Rebel a.k.a. the outlaw, revolutionary, wild man, the misfit

The rebel craves revolution or revenge, and their greatest fear is powerlessness. At their best they are free-spirited, brave and adaptable – at their worst they are destructive, out of control, nihilistic.

Few examples of the Rebel type are (preview image in clockwise turn): Deadpool, Ghost Rider, Lady Gaga, and Che Guevara.

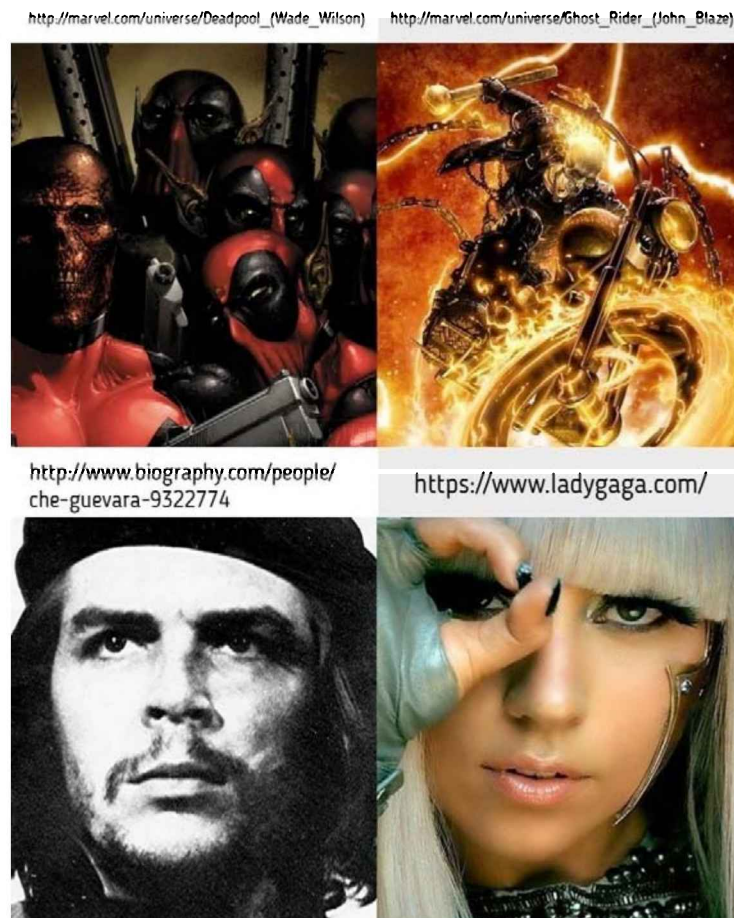


figure 6. The Rebel

7. The Lover a.k.a. The partner, friend, intimate, enthusiast, sensualist, spouse, team-builder.

The lover lives to experience pleasure in their relationships, work and environment, and they fear being unwanted and unloved. At their best they are passionate, magnetic and committed, at their worst they are people-pleasing, obsessive and shallow.

Few examples of the Lover type are (preview image in clockwise turn) Paris Hilton, Elvis Presley, Prince (Prince Rogers Nelson), Smurfin/Smurfette, Barbie, and Marilyn Monroe:



figure 7. The Lover

8. The Creator a.k.a The artist, inventor, innovator, musician, writer or dreamer.

The creator is driven by their desire to produce exceptional and enduring works. The Creator have their own Motto: "If you can imagine it, it can be done". The Creator also express their core desire to create things of enduring value. Their goal is to realize a vision. When discuss about their greatest fear, they really avoid mediocre vision or execution.

The Creator's strategy to maintain their performance and existence are to develop artistic control and skill. They have task to create culture, and express own vision. But they are too perfectionism, which somehow bring bad solutions. Of course their most powerful talent are creativity and imagination.

Few examples of the Creator type are (preview image in clockwise turn) : Bob the Builder, MacGyver, Donatello (Teenage Mutant Ninja Turtle), Albert Einstein, J.K. Rowling, Frida Kahlo (Painter)



figure 8. The Creator

9. The Jester a.k.a The fool, trickster, joker, practical joker or comedian

The Jester wants to live in the moment and enjoy life, and they fear boredom above all else. Their motto is "You only live once". Their core desire is to live in the moment with full enjoyment. The most interesting matter, they set their goal to have a great time and lighten up the world!

Being bored or boring others are their greatest fear. At their best they are joyful, carefree and original, at worst they are irresponsible, cruel

and frivolous. They have to play, make jokes, be funny to feel alive. Their most talent is joy.

Few examples of the Jester type are (preview image in clockwise turn)
: Dory (in Finding Nemo), Spongebob Squarepants, Mr. Bean, Jim Carrey (in almost anything), Harley Quinn, Donkey (in Shrek).

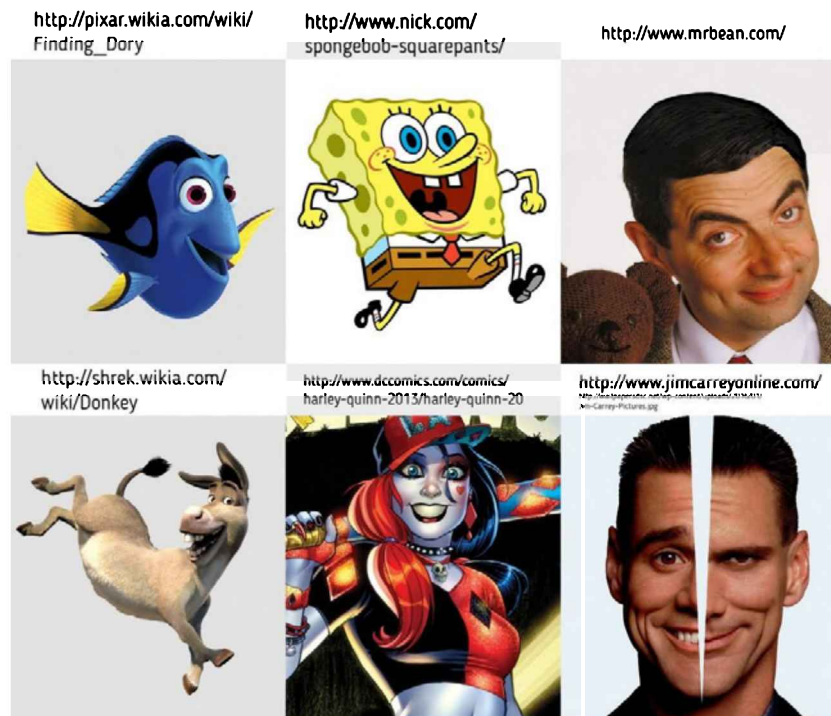


figure 9. The Jester

10. The Sage a.k.a The expert, scholar, detective, advisor, thinker, philosopher, academic, researcher, thinker, planner, professional, mentor, teacher, contemplative.

The sage seeks the truth and wants to find the wisdom in every situation. Their biggest fears are being misled and being ignorant. At best they are wise, articulate and open-minded, at worst they are pedantic, self-absorbed and cold.

Few examples of the Sage type are (preview image in clockwise turn) : Master Oogway (in Kung Fu Panda), Yoda (in Star Wars), Oprah Winfrey, Elizabeth Gilbert (Eat, Pray, Love), Sherlock Holmes, and Kwai Chang Caine (in Kung Fu, and Kung Fu: The Legend Continues)



figure 10. The Sage

11. The Magician a.k.a. The visionary, catalyst, inventor, charismatic leader, shaman, healer, medicine man.

The magician wants to understand the universe and their place in it, but they fear unintended negative consequences of their exploration. On a good day they are driven and charismatic with a capacity for healing, on a bad day they are manipulative, dishonest and disconnected from reality.

Their motto is "I make things happen". Their core desire is to understand the fundamental laws of the universe. They always set their goal to make dreams come true. Their greatest fear is unintended negative consequences.

They build their strategy to have their existence, which is to develop a vision and live by it. Their weakness point can be becoming manipulative. However, their natural talent is finding win-win solutions

Few examples of the Magician type are (preview image in clockwise turn) : Doctor Strange (Marvel), Zatanna Zatara (DC), Marie Curie, David Copperfield, Harry Houdini, and Steve Jobs



figure 11. The Magician

12. The Ruler is also known as: The boss, leader, aristocrat, king, queen, politician, role model, manager or administrator.

The ruler is driven by their desire for power and control, and they are most afraid of chaos and being overthrown. A good ruler is confident, responsible and fair, whilst a bad ruler is rigid, controlling and entitled.

The ruler type has a principle that "Power isn't everything, it's the only thing". Their core desire is to control, just as simple as that.

They set their Goal to create a prosperous, successful family or community. The strategy to reach their every goal is to exercise

power. At their very weak point, they can being authoritarian, unable to delegate. They are very affraid of chaos. Their greatest fear is being overthrown. Their talent lies on responsibility and leadership.

Few examples of the Ruler type are (preview image in clockwise turn)
: Aung San Suu Kyi, Her Majesty Queen Elizabeth II, Soekarno, Emperor Meiji, King Arthur, and Cleopatra.



figure 12. The Ruler











figure 13. Jungian archetype

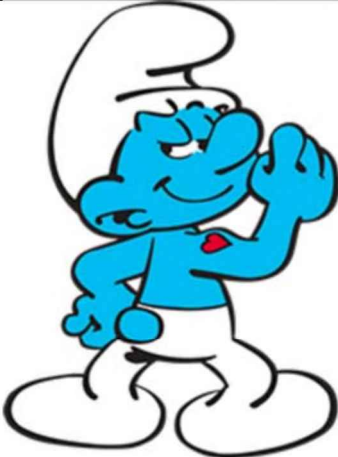

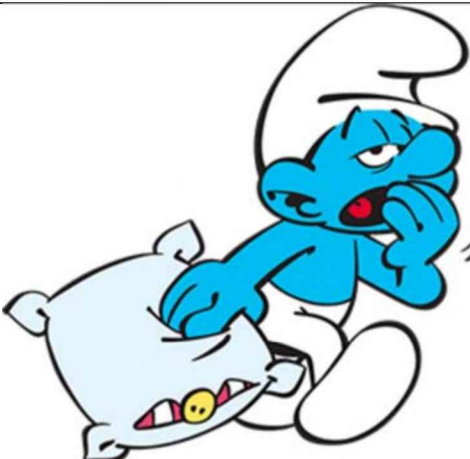
image source : <https://jcarsonwrites.com/tag/carl-jung/>




The character package that implemented the Jungian archetype or models are the Smurfs. Smurfs even develop it into their own archetype, specific archetype based on the attitude characteristic, physical, or profession/occupation. We can see every characteristic of anykind model spesifically on each smurf. There are even 95 Smurfs characters created, registered, and keep counting.
(<https://www.smurf.com/en/discover/smurfs/>).

Here are 17 of them :

No.	Image	Smurfs Characteristic Name
1		Baby Smurf (English) Bébé Schtroumpf (French)
2		Brainy Smurf (English), Schtroumpf à Lunettes (French)
3		Chef/Cook Smurf (English) Schtroumpf Cuistot (French)
4		Farmer Smurf Schtroumpf Paysan (French)

5		Greedy Smurf Schtroumpf Gourmand (French)
6		Grouchy Smurf Schtroumpf Grognon (French)
7		Handy Smurf (English) Schtroumpf Bricoleur (French)
8		Harmony Smurf (English) Schtroumpf Musicien (French)

9		<p>Hefty Smurf (English)</p> <p>Schtroumpf Costaud (French)</p>
10		<p>Jokey Smurf (English)</p> <p>Schtroumpf Farceur (French)</p>
11		<p>Lazy Smurf a.k.a Sleepy Smurf (English)</p> <p>Schtroumpf Paresseux (French)</p>

12	 A blue Smurf with a white hat and red jacket, holding a paintbrush with a flame at the tip.	Painter Smurf (English) Schtroumpf Peintre (French)
13	 A blue Smurf with a red hat and red pants, holding a small object in his hands.	Papa Smurf (English) Grand Schtroumpf (French)
14	 A blue Smurf with a white hat, holding a quill pen and a scroll.	Poet Smurf (English) Schtroumpf Poète (French)




15		Smurfette (English) Schtroumpfette (French)
16		Vanity Smurf (English) Schtroumpf Coquet (French)
17		Wild Smurf (English) Schtroumpf Sauvage (French)

figure 14. 17 smurfs

image source : <https://www.smurf.com/en/discover/smurfs/>

4.2 Zodiac Archetype

In contrast to Jung's archetype, the Zodiac style archetype embodies a characteristic package influenced by the power of celestial bodies such as clusters of stars, planets, and satellites, as well as elements of the universe. Lots of descriptions are expressed for each zodiac as a characteristic that is influenced by these things. In this book the discussion will be limited to the characteristics that can affect the visual form.

The visual characteristics conveyed by the Zodiac archetype are presented in the form of an image board table, showing some things related to their respective zodiac characters, including: (1) the range of birth dates affected by a zodiac; (2) iconic symbol; (3) influencing elements; (4) precious stones as markers of birth; (5) the affecting metal; (6) distinctive colors; (7) influencing planets; (8) Power-giving stones; and (9) the specific type of interest of each zodiac.





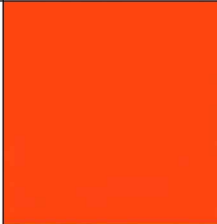



ARIES March 21 - April 19		Iconic symbol		Element : FIRE	
A T T R I B U T E					
BIRTH STONE		METAL			
	diamond		iron		
COLOUR		RULLING PLANET			
	Scarlet (between red and orange)		MARS		
POWER STONE		FLOWER			
	Red Jasper		Rose		

Figure 15. Aries archetype Image Board





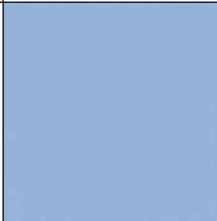



TAURUS April 20 -May 20		Iconic symbol		Element : EARTH	
A T T R I B U T E					
BIRTH STONE		METAL			
	emerald		copper		
COLOUR		RULLING PLANET			
	Blue powder		VENUS		
POWER STONE		FLOWER			
	Rose Quartz		Violets		

Figure 16. Taurus archetype Image Board

GEMINI May 21 -June 20		Iconic symbol		Element : AIR	
A T T R I B U T E					
BIRTH STONE		METAL			
	Alexandrine			mercurium	
COLOUR		RULLING PLANET			
	Yellow			MERCURY	
POWER STONE		FLOWER			
	Moss Agate			Camellia	

Figure 17. Gemini archetype Image Board









CANCER June 21 -July 22		Iconic symbol		Element : WATER	
A T T R I B U T E					
BIRTH STONE		METAL			
	Ruby		silver		
COLOUR		RULLING PLANET			
	Silver		MOON		
POWER STONE		FLOWER			
	Sodalith		Lilly of the Valley		

Figure 18. Cancer archetype Image Board






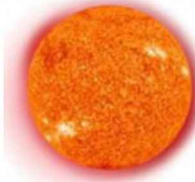


LEO July 23 -August 22		Iconic symbol		Element : FIRE	
A T T R I B U T E					
BIRTH STONE		METAL			
	Peridot			Gold	
COLOUR		RULLING PLANET			
	Gold			SUN	
POWER STONE		FLOWER			
	Rock Crystal			Sunflower	

Figure 19. Leo archetype Image Board

<div>VIRGO</div> <div>August 23 -September 22</div>		<div>Iconic symbol</div> <div></div>	<div>Element</div> <div>: FIRE</div>	<div></div>
A T T R I B U T E				
BIRTH STONE	<div></div>	METAL	<div></div>	
	Sapphire		Nickel	
COLOUR	<div></div>	RULLING PLANET	<div></div>	
	Grey		Mercury	
POWER STONE	<div></div>	FLOWER	<div></div>	
	Tiger's Eye		Forget Me Not	

Figure 20. Virgo archetype Image Board





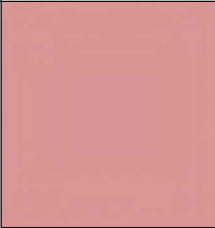



<div>LIBRA</div> <div>September 23 -October 22</div>		<div>Iconic symbol</div> <div></div>	<div>Element : AIR</div> <div></div>
A T T R I B U T E			
BIRTH STONE		METAL	
	Opal		Copper
COLOUR		RULLING PLANET	
	Pink		Venus
POWER STONE		FLOWER	
	Aventurine		Pink Rose

Figure 21. Libra archetype Image Board





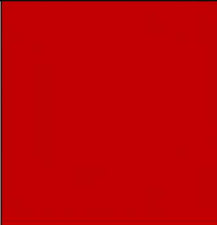



<div>SCORPIO</div> <div>October 23 -November 22</div>		<div>Iconic symbol</div> <div></div>	<div>Element : WATER</div> <div></div>
A T T R I B U T E			
BIRTH STONE		METAL	
	Topaz		Iron
COLOUR		RULLING PLANET	
	Blood Red		Pluto
POWER STONE		FLOWER	
	Hematite		Honeysuckle

Figure 22. Scorpio archetype Image Board









<div>SAGITTARIUS</div> <div>November 23 -December 21</div>		<div>Iconic symbol</div> <div></div>	<div>Element : FIRE</div> <div></div>
A T T R I B U T E			
BIRTH STONE		METAL	
	Zircon		Tin
COLOUR		RULLING PLANET	
	Royal Purple		Jupiter
POWER STONE		FLOWER	
	Lapiz Lazuli		Climbing Flowers

Figure 23. Sagittarius archetype Image Board





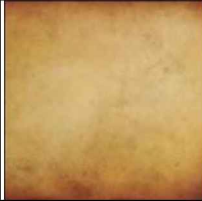



<div>CAPRICORN</div> <div>December 22-January 19</div>		<div>Iconic symbol</div> <div></div>	<div>Element</div> <div>: EARTH</div>	<div></div>
A T T R I B U T E				
<div>BIRTH STONE</div>	<div></div>	<div>METAL</div>	<div></div>	
	<div>Garnet</div>		<div>Silver</div>	
<div>COLOUR</div>	<div></div>	<div>RULLING PLANET</div>	<div></div>	
	<div>Earth Colour</div>		<div>Saturn</div>	
<div>POWER STONE</div>	<div></div>	<div>FLOWER</div>	<div></div>	
	<div>Onyx</div>		<div>Geranium</div>	

Figure 24. Capricorn archetype Image Board

<div>AQUARIUS</div> <div>January 20-Februari 18</div>		<div>Iconic symbol</div> <div></div>	<div>Element : AIR</div>	<div></div>
A T T R I B U T E				
BIRTH STONE	<div></div>	METAL	<div></div>	
	Amethyst		Aluminium	
COLOUR	<div></div>	RULLING PLANET	<div></div>	
	Electric Blue		Uranus	
POWER STONE	<div></div>	FLOWER	<div></div>	
	Amazonite		White Orchid	

Figure 24. Aquarius archetype Image Board



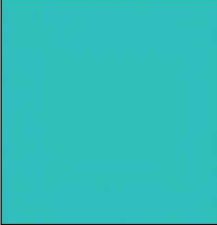



<div>PISCES</div> <div>Februari 19-March 20</div>		<div>Iconic symbol</div> <div>♊</div>	<div>Element : WATER</div>	<div>☾</div>
A T T R I B U T E				
BIRTH STONE	<div></div>	METAL	<div></div>	
	Aquamarine		Platinum	
COLOUR	<div></div>	RULLING PLANET	<div></div>	
	Turquoise		Neptune	
POWER STONE	<div></div>	FLOWER	<div></div>	
	Amethyst		Lotus	

Figure 25. Pisces archetype Image Board

Pack of character that referring to zodiac character, the most known is Saint Seiya in Gold Saints, Lost Canvas, Next Dimension, and Episode G-Assassin series. (http://saintseiya.wikia.com/wiki/Gold_Saints)



figure 26. Seiya in Gold Saints

image source: http://saintseiya.wikia.com/wiki/Gold_Saints

Every gold saint in zodiac constellation representing each zodiac. As we can see in figure 27, every profile design is based on zodiac characteristic, especially in visual term. We can easily have identified Aries, Taurus, and Capricorn from its 'horn like' accessories on its armor.

The unique thing that we can learn from Saint Seiya's gold saint is about the protagonist vs antagonist. It was a little bit tricky to choose which character are on protagonist side, and which are on the opposite (antagonist). Protest may arise, when fans of saint seiya that are consisting of various zodiacs find that their zodiac is on the antagonist side.



figure 27. Implementation of zodiac archetype on Saint Seiya
collected from: <https://id.pinterest.com/ekatov82/saint-seiya-gold-saints/>

5. Creative Strategy in Illustrating Character

Roger Wolcot Sperry states, every human being has a creative potential in the right brain quadrant [5]. About this creativity, very closely related to the action of design (in this case illustrate the character). Before illustrating the character, the artist should strategize his creative strategy. In developing creative strategies, there are several things that need to be formulated and arranged, such as determining the style of illustration, determining the composition of the illustration of characters in the field, and also formulating the concept of communication that will be conveyed by the characters illustrated to the observer.

5.1 Illustration Style

Illustration style is very important in conveying the message, adjusting to the theme / design concept, and to display the characteristics of the creator. As disclosed in the research of I Made Marthana Yusa and Septian Saputra entitled "Pemanfaatan Animasi 2 Dimensi Model Infografik dalam Perancangan Video Iklan Layanan Masyarakat Tentang Pengolahan Sampah Rumah Tangga di Denpasar" or in English: "Utilization of 2 Dimensional Infographic Animation Model in Video Design of Public Service Advertising About Waste Processing Household in Denpasar" [6].

In the study, Yusa revealed the consideration of the use of flat design style in animation based on the implementation of infographic concept. The concept of conveying information with images in infographics requires effective image selection. Flat design style is the most representative style.

Referring to the application of eclectic (mixed) styles to architecture - also revealed in I Made Marthana Yusa's research entitled "Tinjauan Arsitektur Eklektik pada Gereja Katolik di Bali dalam Konteks Globalisasi, Pluralisme dan Multikulturalisme" or in English: "The Eclectic Architecture Overview of the Catholic Church in Bali in the Context of Globalization, Pluralism and Multiculturalism" -we can actually combine more than one style (Hybrid) with an eclectic sect [7] in the illustration.

5.2 Composition

In illustrating the characters, it takes the ability to not only display one character well (the principle of solid drawing), but also to place it well among other visual elements (staging (12 principles of animation)) [8].

To be able to put it well in a field / screen, we need to know the principles of good composition. One way to realize a good image composition is to apply the theory of golden section proportions. With this proportional theory, the composition of images with good character placement will embody aesthetic value.

This is also revealed in the study of I Made Marthana Yusa with the title of " Narasi Visual Diskursus Tubuh Pada Karya Digital Painting Dalam Tinjauan Budaya (Studi Kasus Karya Massive War – Against Sad Ripu)" or in English: "Visual Discourse of Body Body on Digital Painting In Cultural Review (Case Study of Massive War Work - Against Sad Ripu)" [9]. In that study, Yusa used the concept of golden section proportion on his digital painting work entitled Massive War - Against Sad Ripu. In figure 28, the bottom image, we can see the implementation of the golden rectangle—as part of the golden section composition technique—that builds the composition of the image.



figure 28. Digital painting artwork entitled: Massive War-Against Sad Ripu
Image source: www.angelmarchy.deviantart.com

Some examples of the application of the theory of golden section proportions in the illustration drawings can be seen in figures 29, 30 and 31.

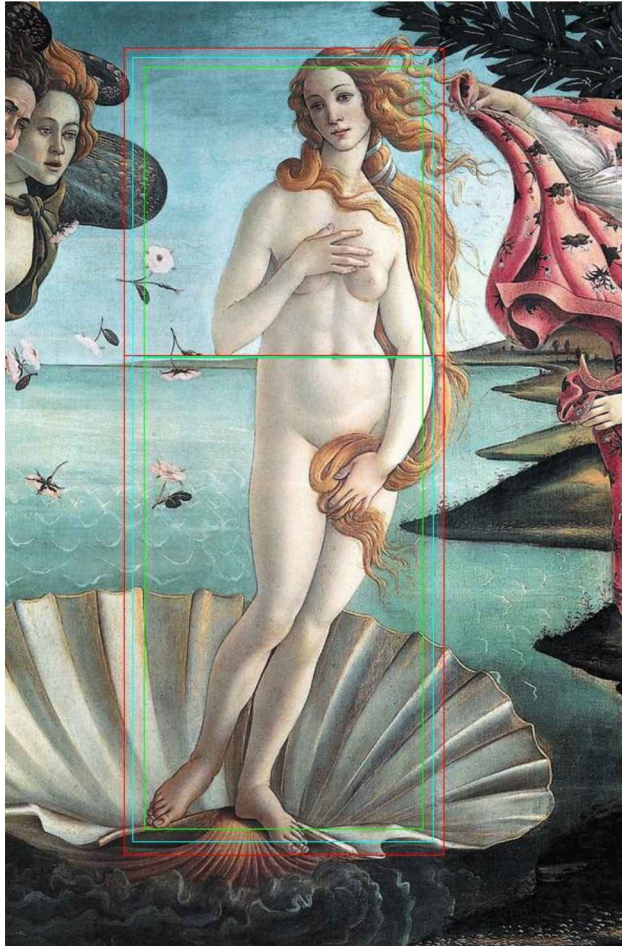


figure 29. Botticelli's the birth of Venus
<https://www.goldennumber.net/art-composition-design/>

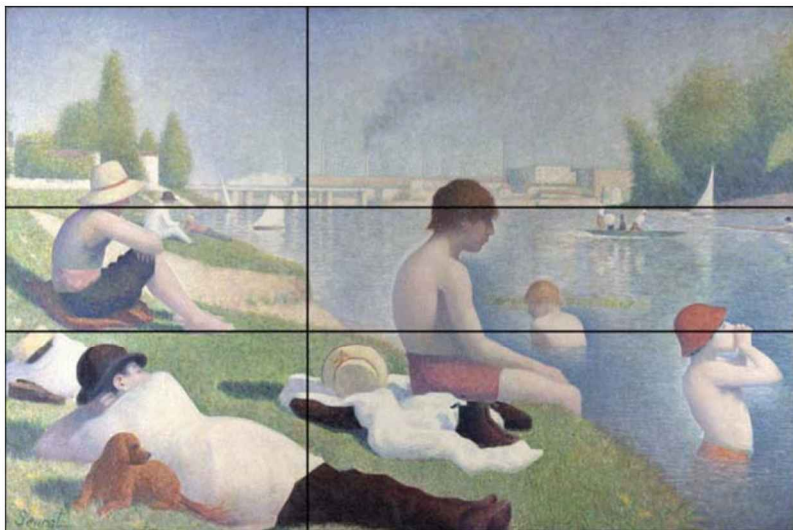


figure 30. Georges Pierre Seurat's artwork Bathers-at-Asnières
image source: <https://www.goldennumber.net/art-composition-design/>

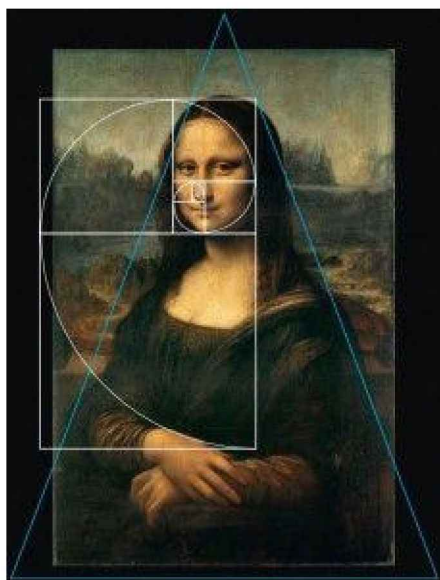


figure 31. Monalisa's Leonardo da Vinci
image source: monalisa.org

5.3 Visual Communication Aspect

The character we build must be able to "communicate" well to the reader. One of the way to build good communication with readers is to use the appropriate visual signs. The characteristic of each character must be shown in detail and clear to make it easier to identify. This is often also conveyed in the terminology of visual literacy.

This visual literacy is also revealed in Yusa's research entitled: "Literasi Visual Tokoh Hanoman Bali Dengan Pendekatan Augmented Reality" or in English: "Visual Literacy of Hanoman Bali's Character with Augmented Reality Approach"[10] [11]. Hanoman's character with all his characteristics is explored deeply, as well as his visual development.

The Wayang Kamasan style, Bali, has actually realized the model of character identification through its distinctive visual signs. As we can see from the figure 32, each part of the Hanoman attribute has a sign and a special name that distinguishes it from other wanara characters (apes).



figure 32. Hanoman, Wayang Kamasan style, made by I Nyoman Arcana

Image source:

https://www.academia.edu/30673623/Literasi_Visual_Tokoh_Hanoman_Bali_dengan_Pendekatan_Augmented_Reality

6. THE ARTIST(S) AND THEIR ZODIAC ILLUSTRATION

6.1 SISKAWULANDARI



She is studying major subject on *Design Multimedia* in STMIK STIKOM INDONESIA for great purpose, which is to be a fancy multimedia designer. Siska is a 20 years old female with a lot of initiative and energy for hard work. She like to drink coffee everyday, doing travelling, photography, writing poetry and make some art works.

Siska develop zodiac illustration of female character by her own creation. The concept is simple, little bit gothic, adjust the artificial character with the characteristics of each zodiac. For instance, in icon Sagittarius, the character using the arrow-shaped hair accessory, which the arrow is a typical sign of the zodiac Sagittarius.





Aries



Taurus



Gemini



Cancer



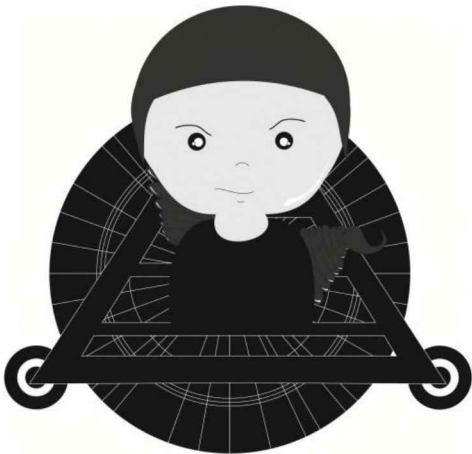
Leo



Virgo



Libra



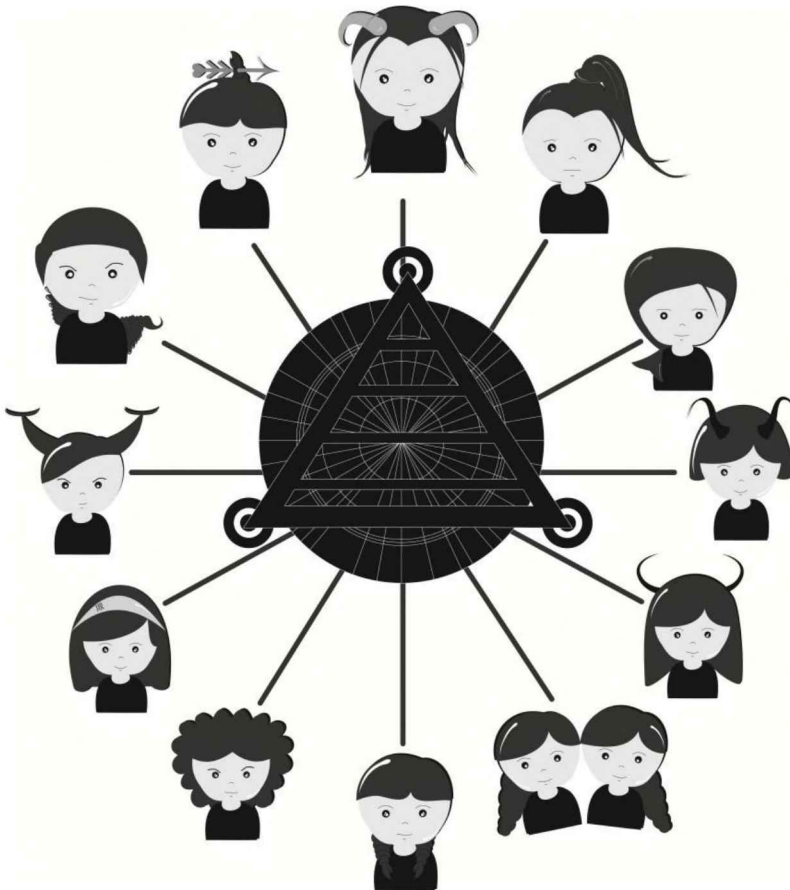
Scorpio



Sagittarius



Capricorn



6.2 KADEK RUDIANTIKA



Bali boy who live in
Jln. Gunungtalang VI no 16, Bali

Kadek Rudiantika using the icon of a character who has a mischievous characteristics. Inspired by some of the characters from his childhood memories, Kadek trying to develop Zodiac icon with its own illustration style.



Aquarius



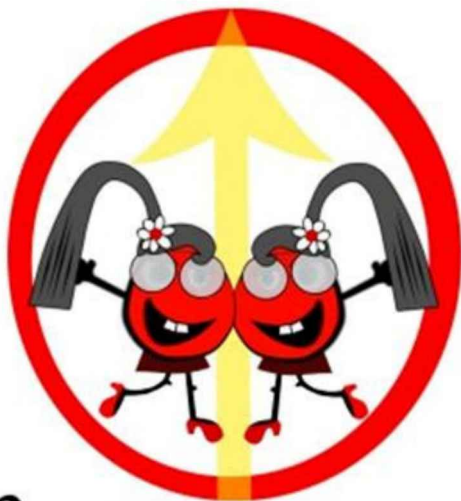
Pisces



Aries



Taurus



Gemini



Cancer



Leo



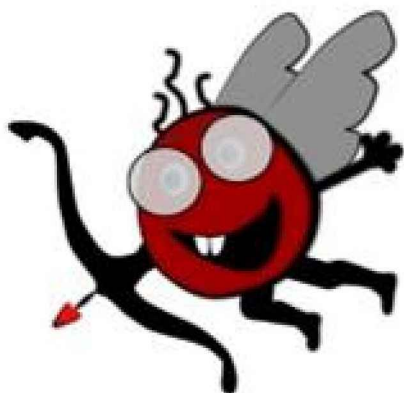
Virgo



Libra



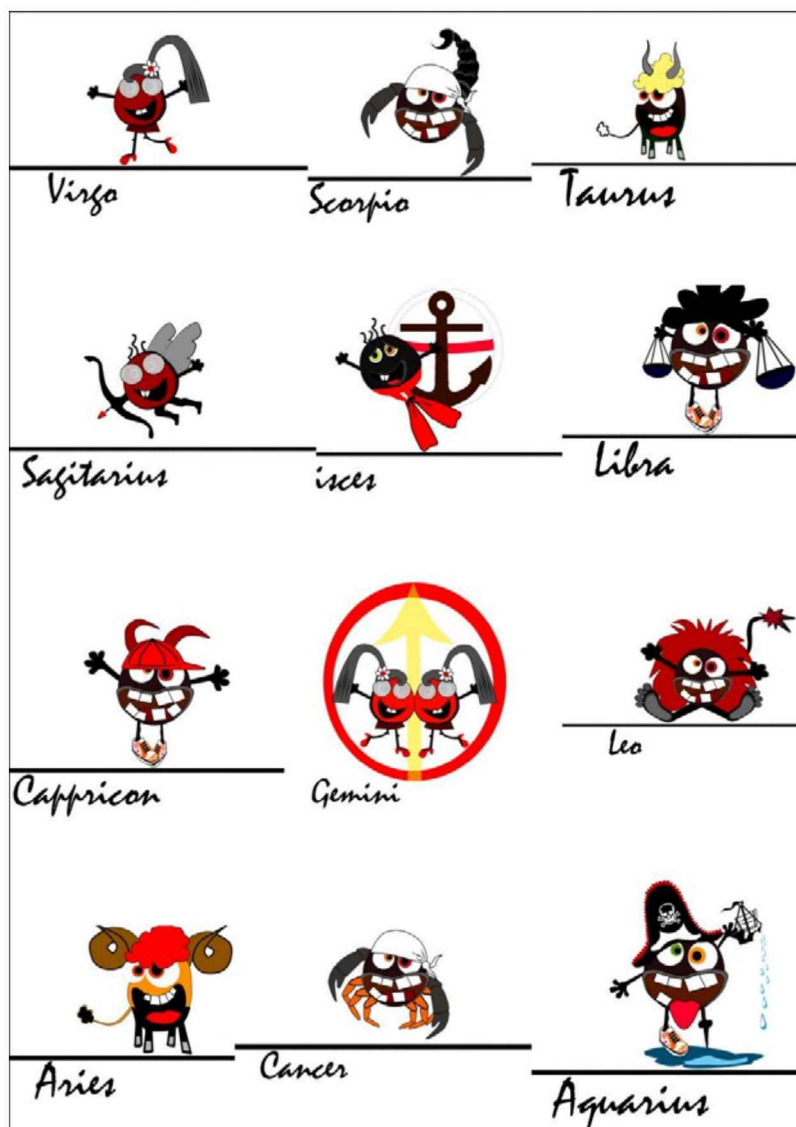
Scorpio



Sagittarius



Capricorn



6.3 ARNOLDENA SAPHIRA

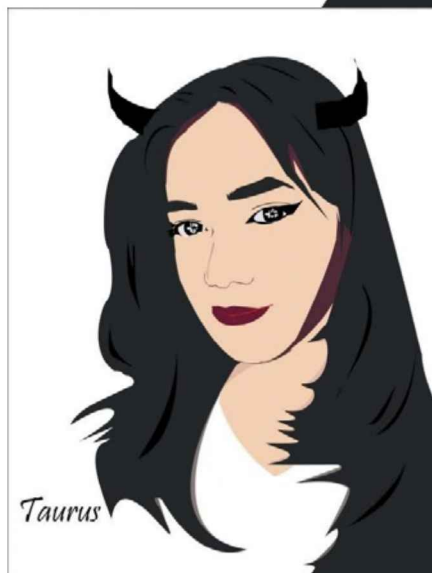
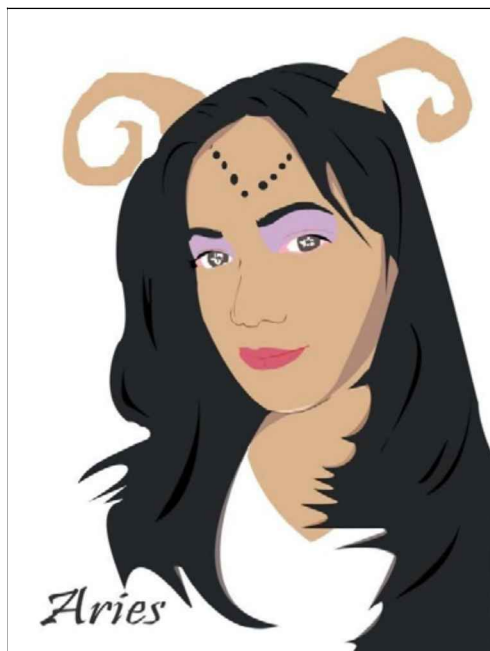


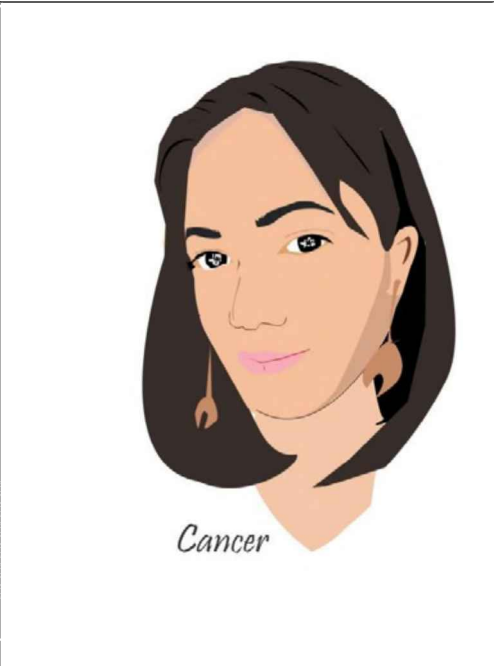
Also known as Dena, Arnoldena is believed that art is a simple thing that can makes her enjoy

Arnoldena developed 12 zodiac vector illustration of his own face portrait. Vector illustration is used as a template. The addition of accessories and design adjustments made to display the hallmark of every zodiac.



Pisces







Leo

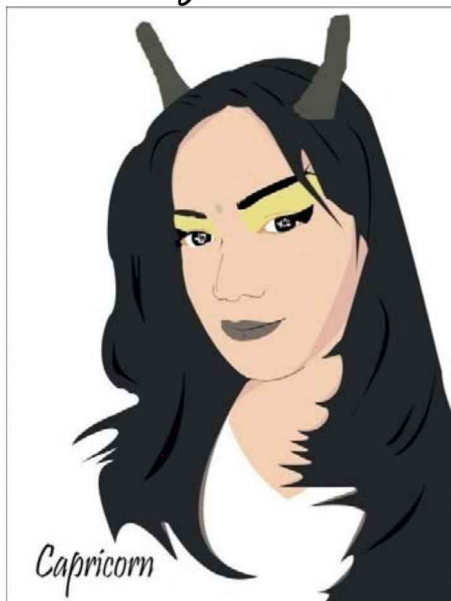


Virgo





Sagittarius



Capricorn



6.4 NYOMAN GONIS ADI SUMITRA



This Libra boy have his birthday on September 25th. Gonis really like sightseeing and choose futsal as his favourite sport. He is sticking to the motto of "no pain no gain". Do not hesitate to contact him by e-mail to gonizadi@gmail.com

Zodiak Capricorn (Kambing)



21 Desember – 19 Januari

Zodiak Aquarius (Penuang Air)



20 Januari – 19 Februari

Zodiak Pisces (Ikan Kembar)



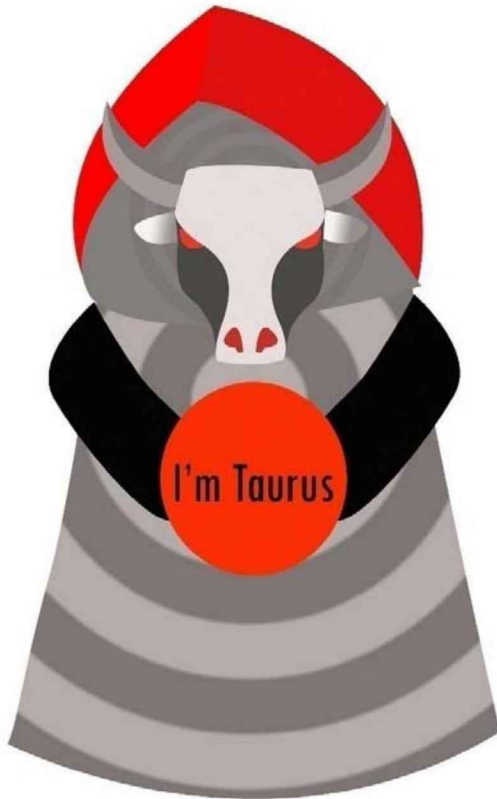
20 Februari – 20 Maret

Zodiak Aries (Domba)



21 Maret – 20 April

Zodiak Taurus (Banteng)



21 April – 21 Mei

Zodiak Gemini (Anak Kembar)



22 Mei – 21 Juni

Zodiak Cancer (Kepiting)



22 Juni – 22 Juli

Zodiak Leo (Singa)



23 Juli – 21 Agustus

Zodiak Virgo (Wanita)



22 Agustus – 22 September

Zodiak Libra (Timbangan)



23 September – 23 October

Zodiak Scorpio (Kalajengking)



24 October - 22 November

Zodiak Sagitarius (Pemanah)



23 November – 20 Desember



6.5 NI PUTU AYU SRI NINGSIH



Ayu is a Hindu Balinese female dancer who like to go travelling. She live in Kerobokan, Badung, Bali

Ayu presents all female zodiac from her feminim idea of human correlating to Zodiac. She made three templates, then developing them according to the zodiac attached.



Aquarius



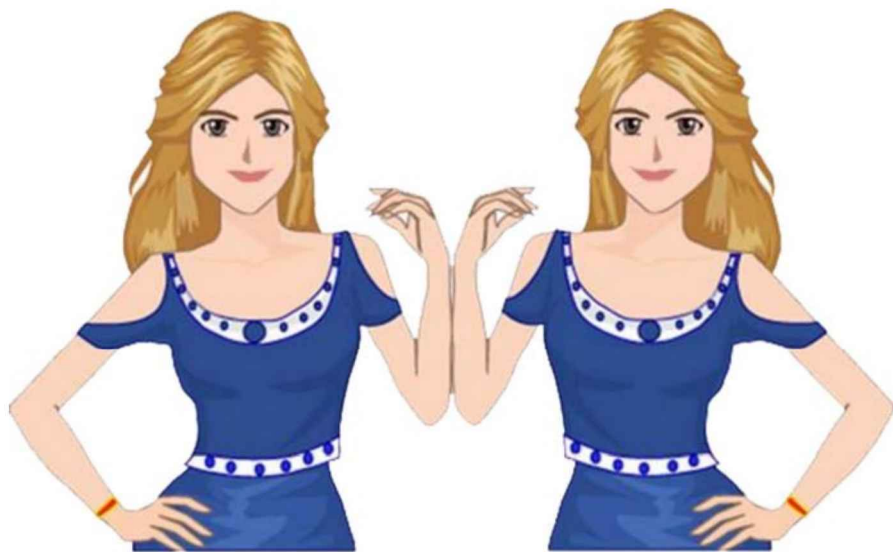
Pisces



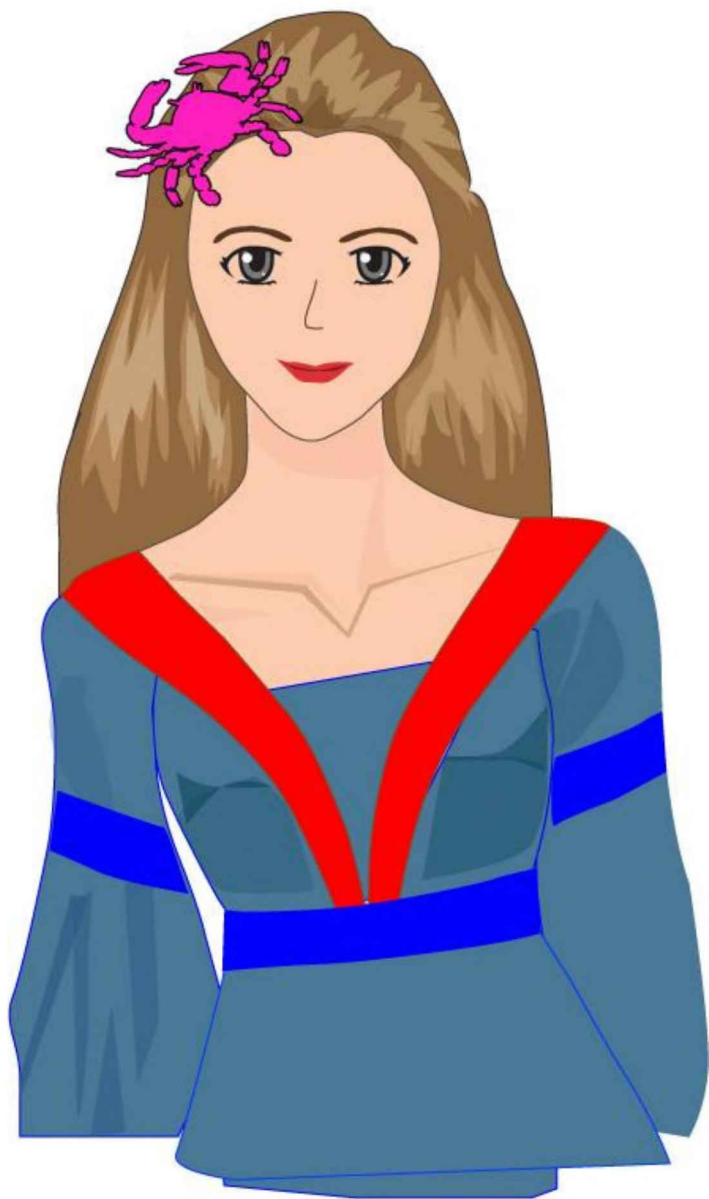
Aries



Taurus



Gemini



Cancer



Leo



Virgo



Libra



Scorpio



Sagittarius



Capricorn



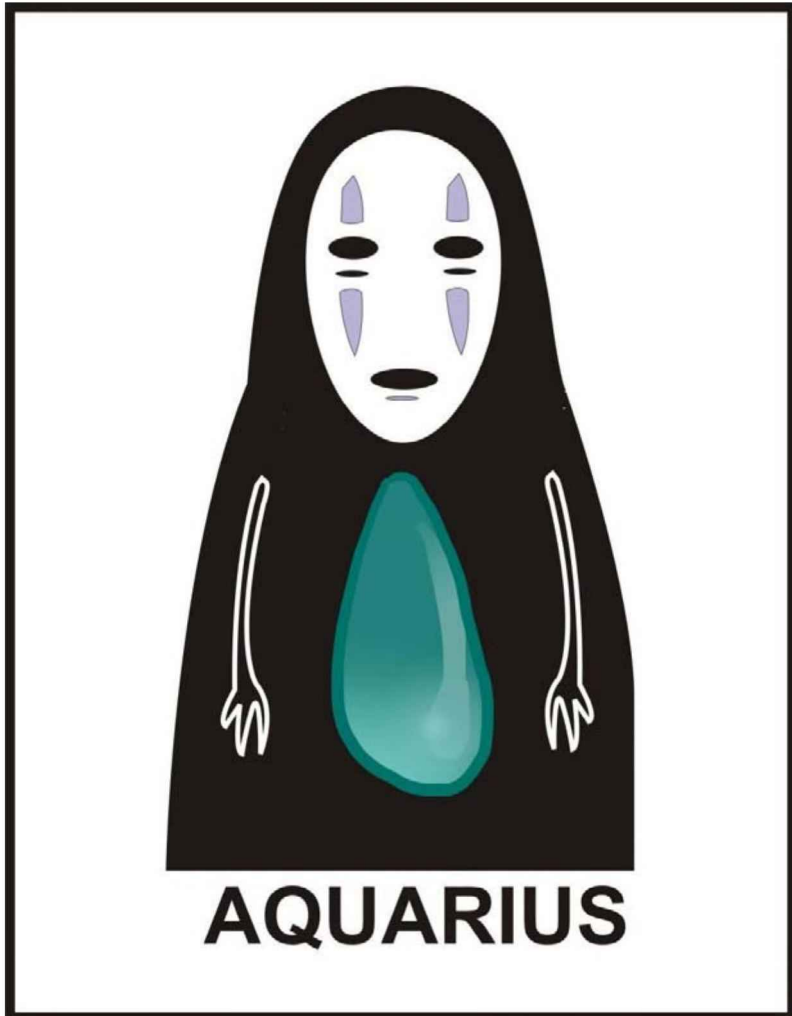
6.6 ADE RESTAN WAISNAWA



Ade Restan create fan art of characters No-Face (Kaonashi) which are presented on the Ghibli's Spirited Away animation movie in 2001. Kaonashi character development tailored to the specific characteristics of each zodiac.

Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



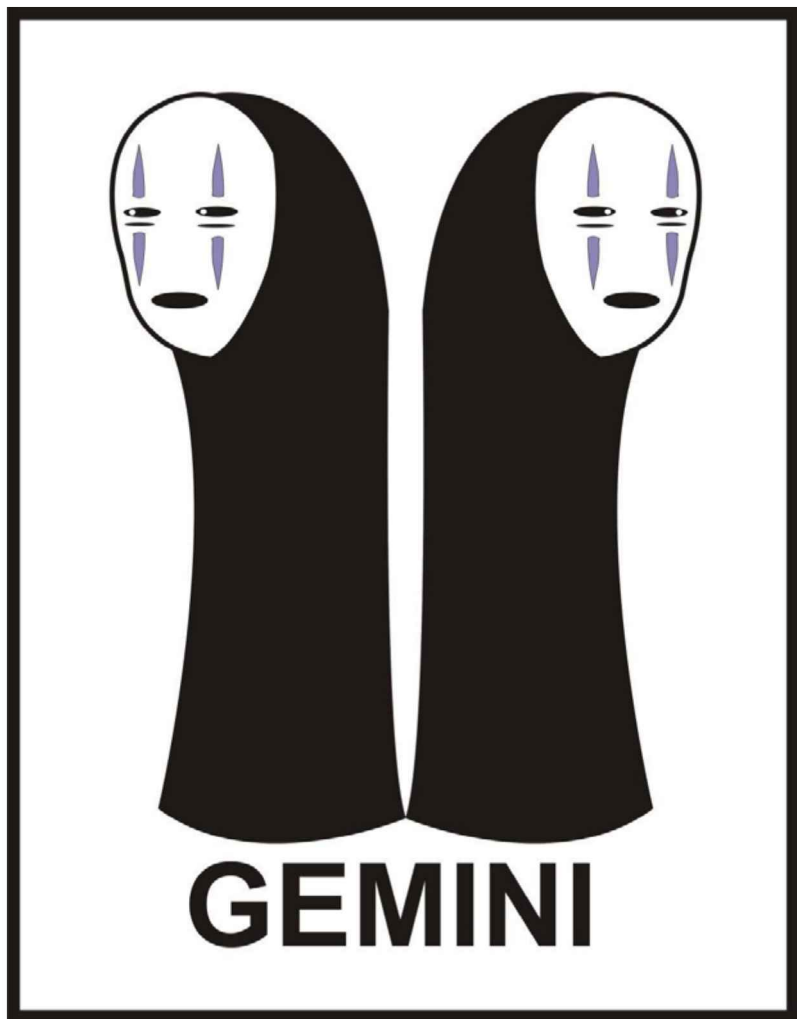
Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



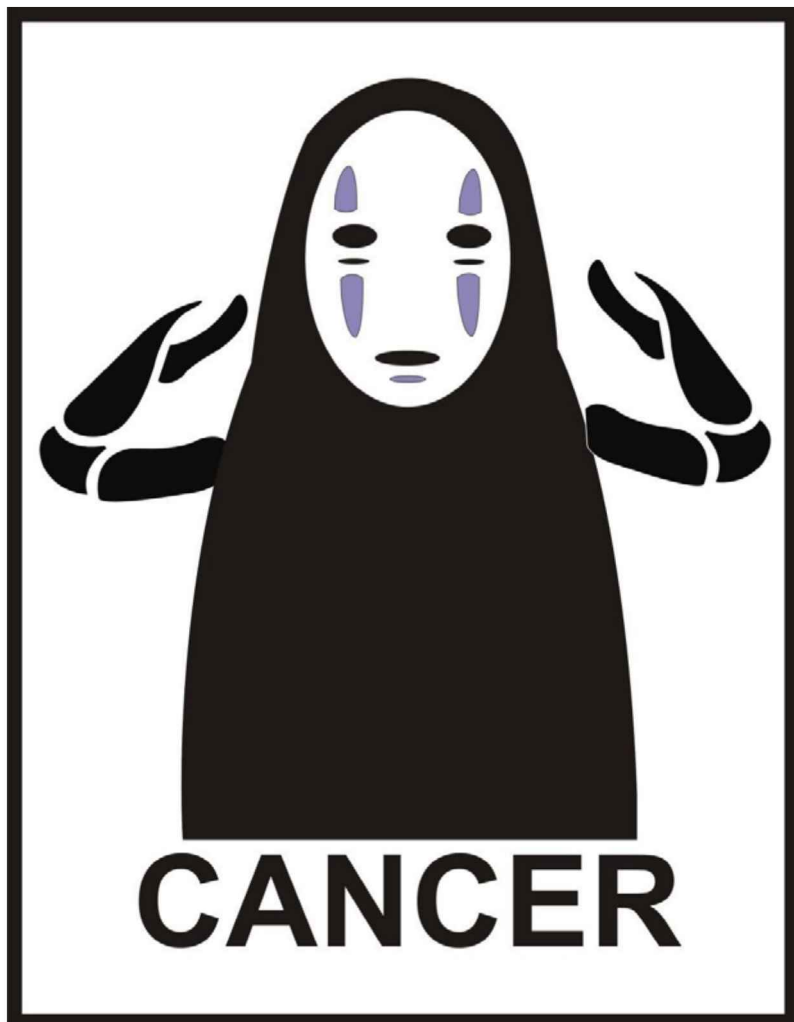
Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



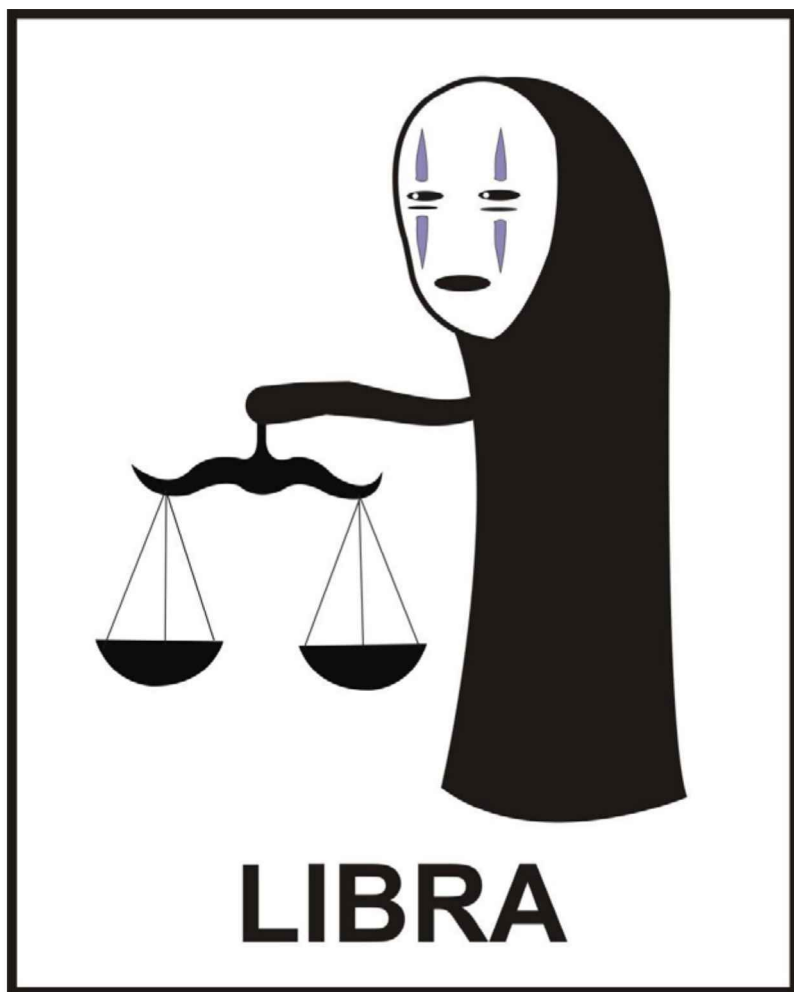
Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



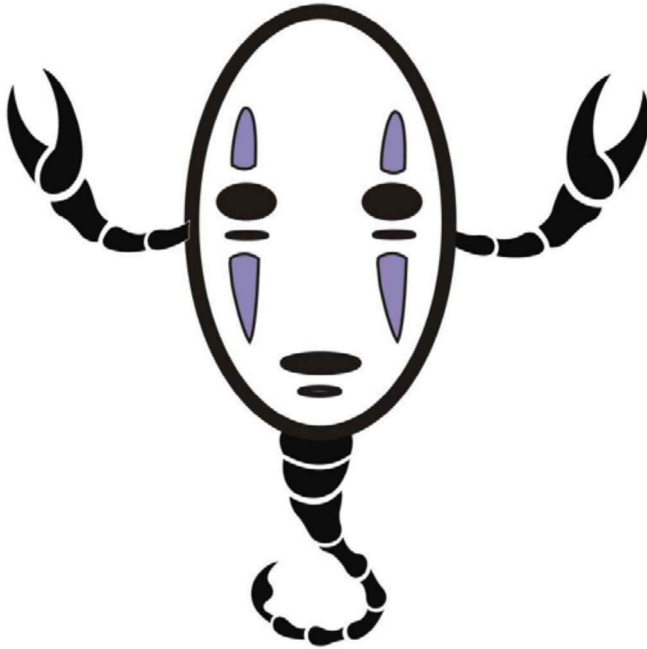
Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



Fan art of character No-Face (Kaonashi) カオナシ

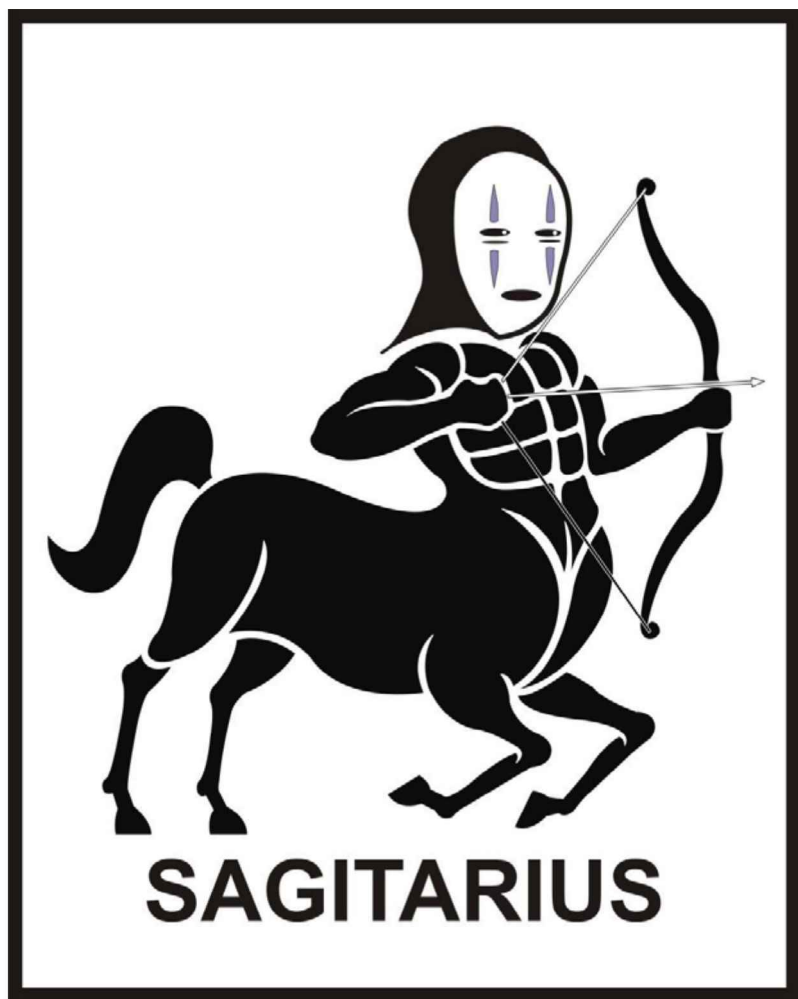
No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



SCORPIO

Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



Fan art of character No-Face (Kaonashi) カオナシ

No-Face (Kaonashi) © 2001 Hayao Miyazaki's Ghibli studio
presented in Spirited Away (*Sen to Chihiro no Kamikakushi*)



6.7 PUTU ARI DEVA DIPUTRA



These arts using classic style, with some art nouveau additional shades, rendered with vibrant color. Ari Deva took hours to run research from references and modified them to create fresh look.

























6.8 LELY MEILINA



Meilina draw female figures with the character of each zodiac, featuring visualization of plain illustrations style, with simple shading as necessary.



























6.9 I PUTU ARDHI KURNIAWAN



Ardhi was born in Denpasar, 13 November 1995. He lives at Jln. Wibisana Barat Gang Pondok Bambu No 14 Denpasar.

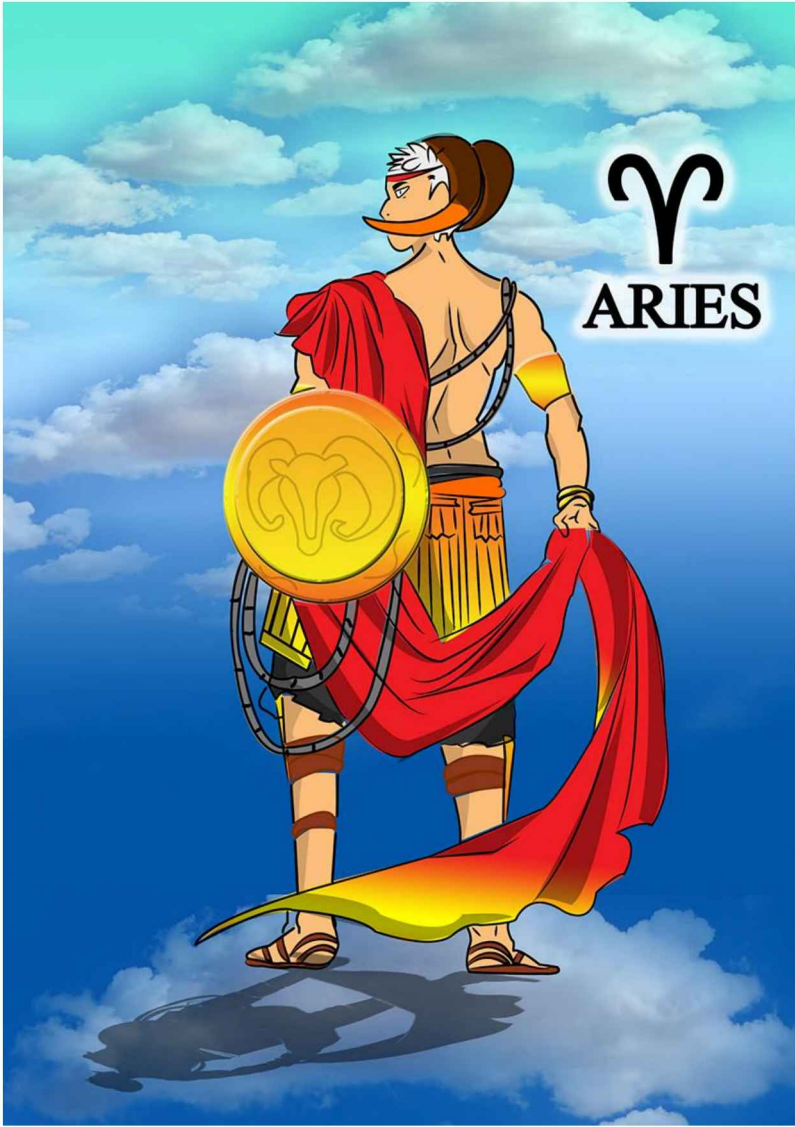
If you have any question regarding his artworks, send any e-mails to him at : ardhikurniawan137012@gmail.com

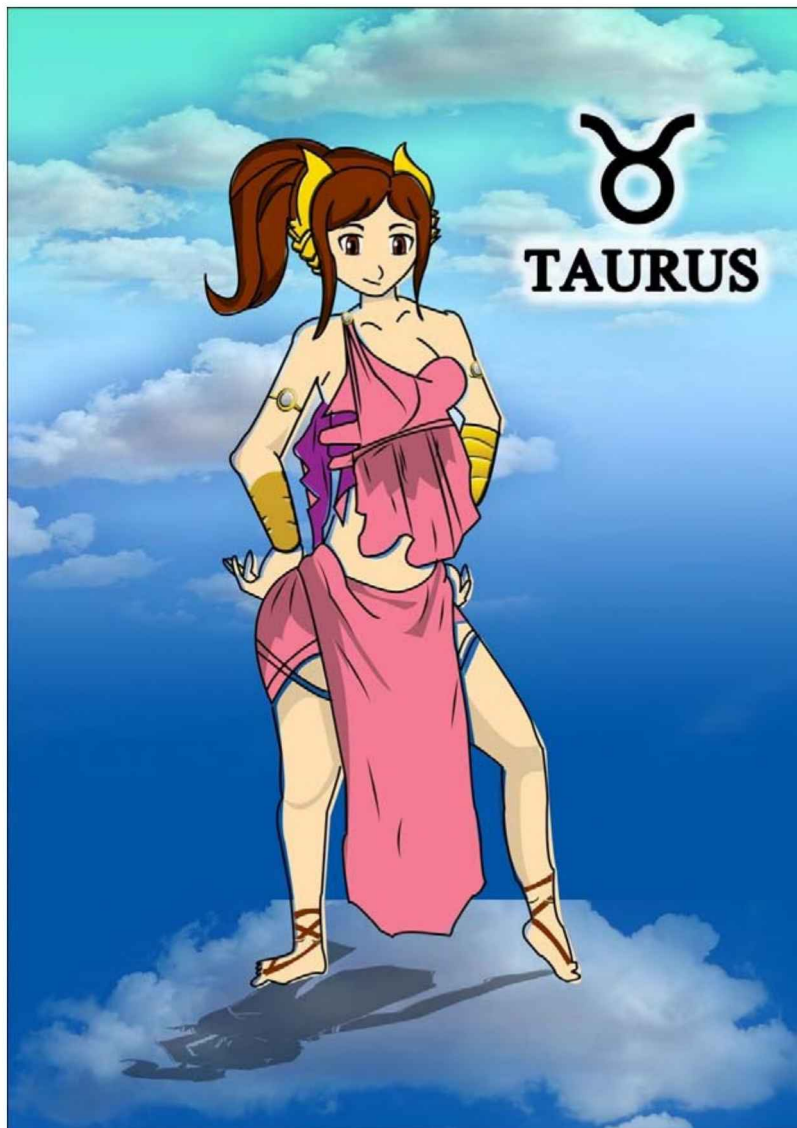
If you may also want to know him deeper, why don't try to have a sneak peek to his page:

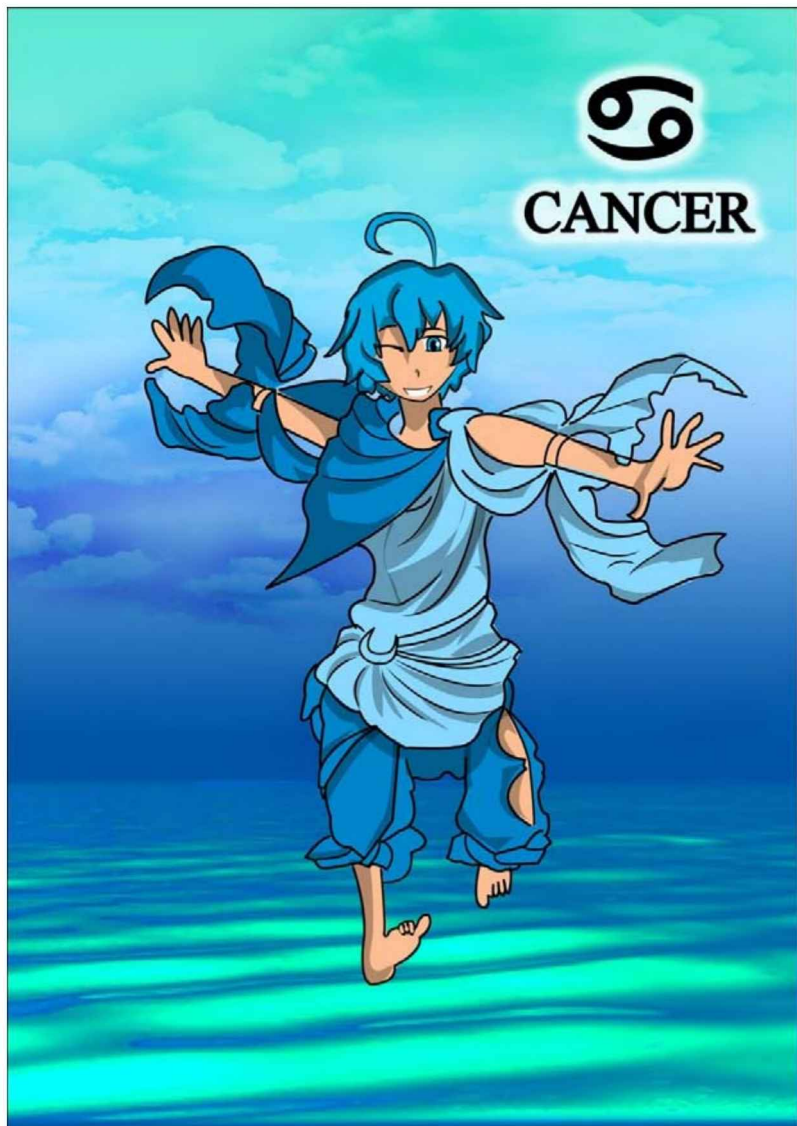
Instagram : ardhikurniawan137012

Facebook : ardhi Kurniawan

Ardhi wants to explore his drawing passion of Manga style and visualize it into more dramatical and feels like good local taste.

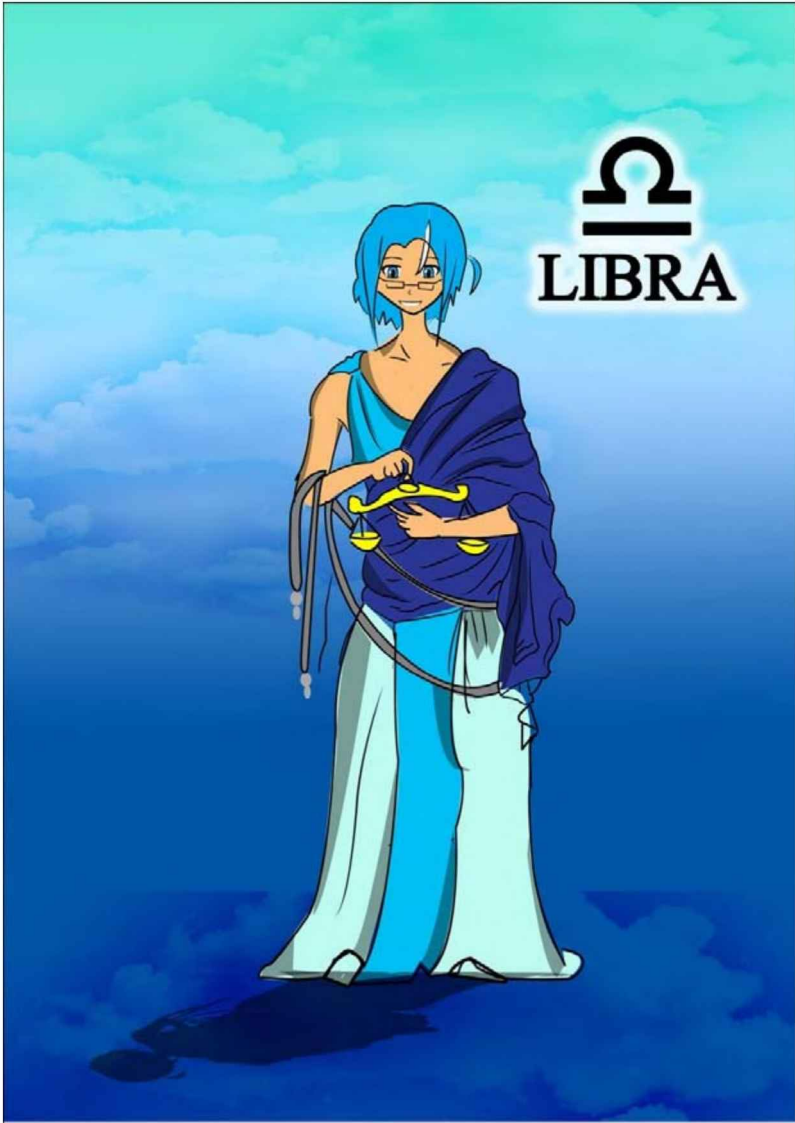


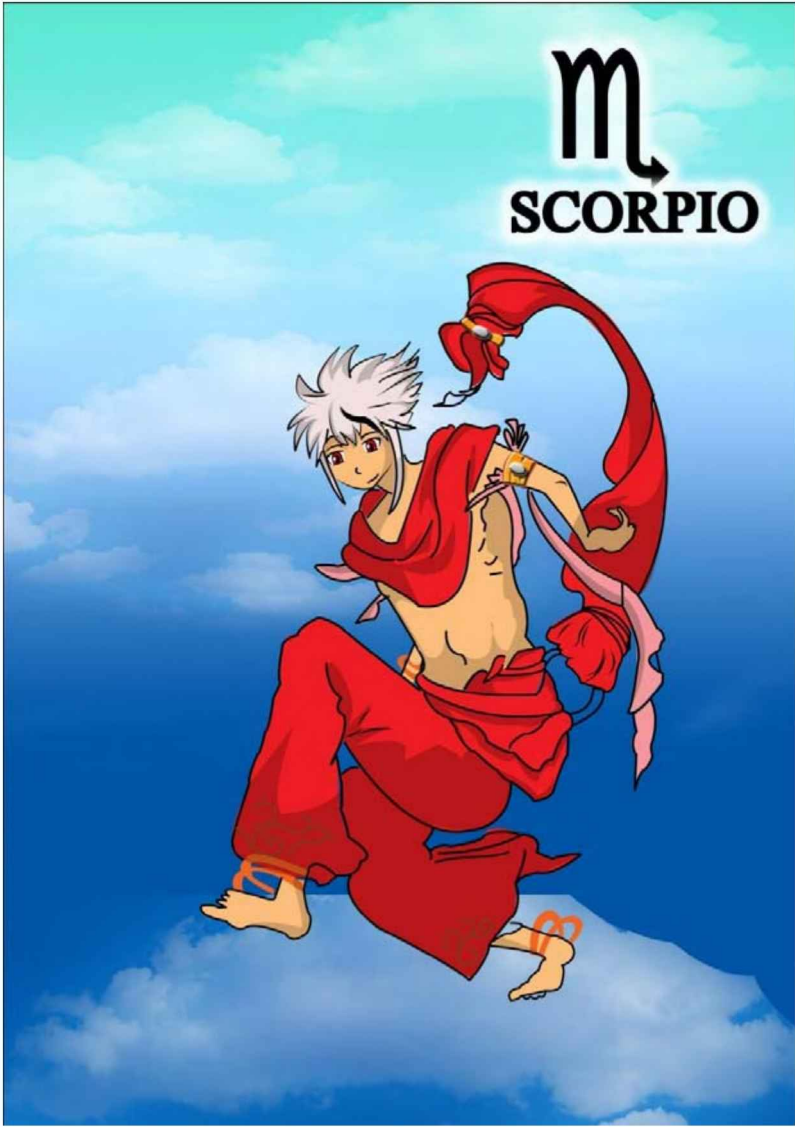


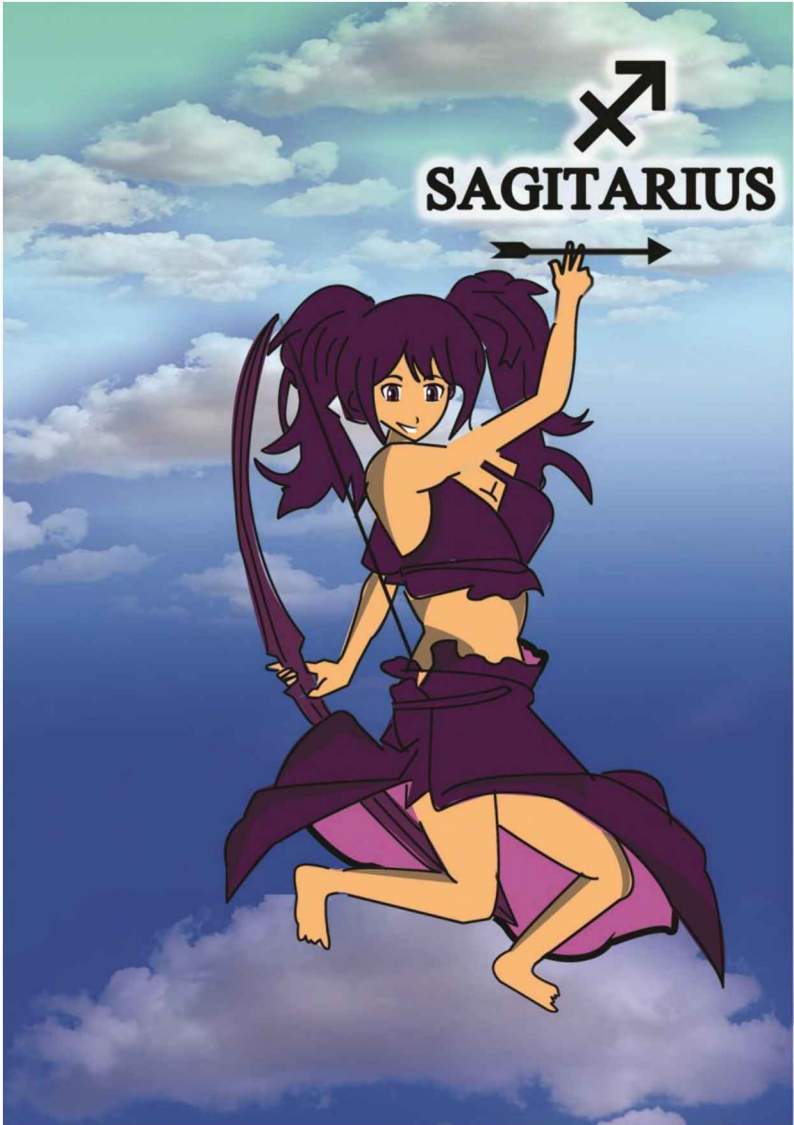


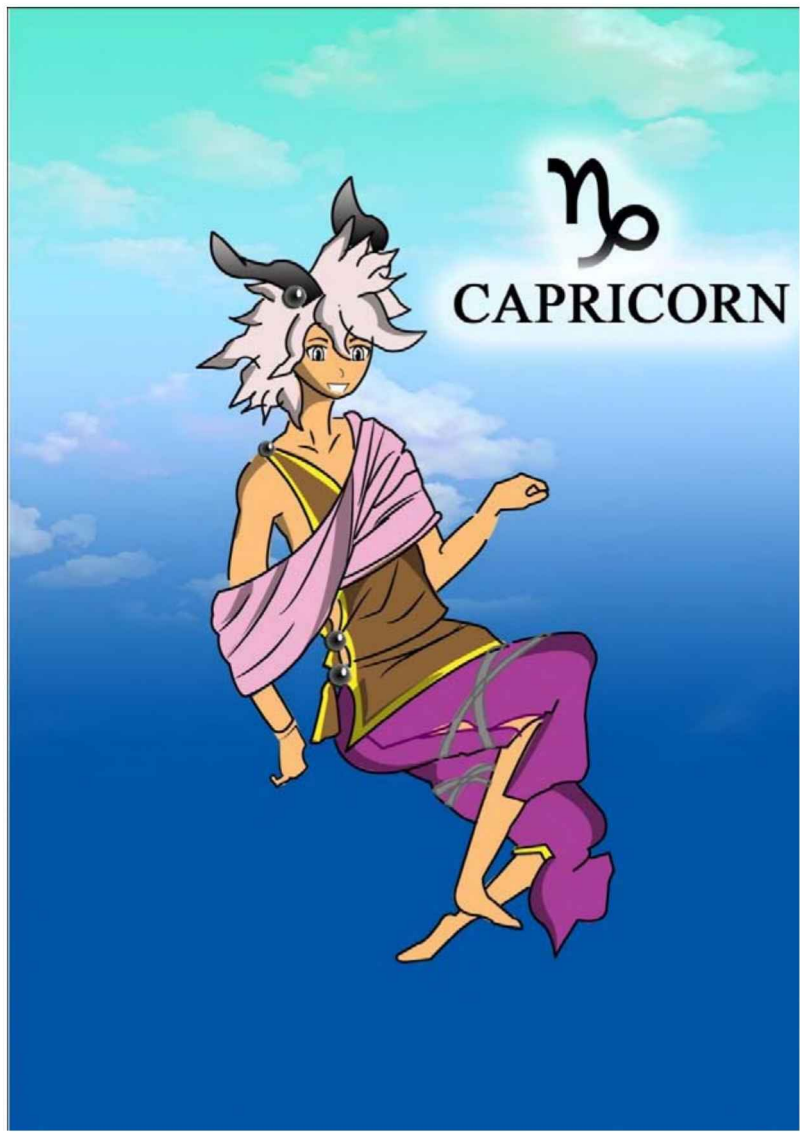
















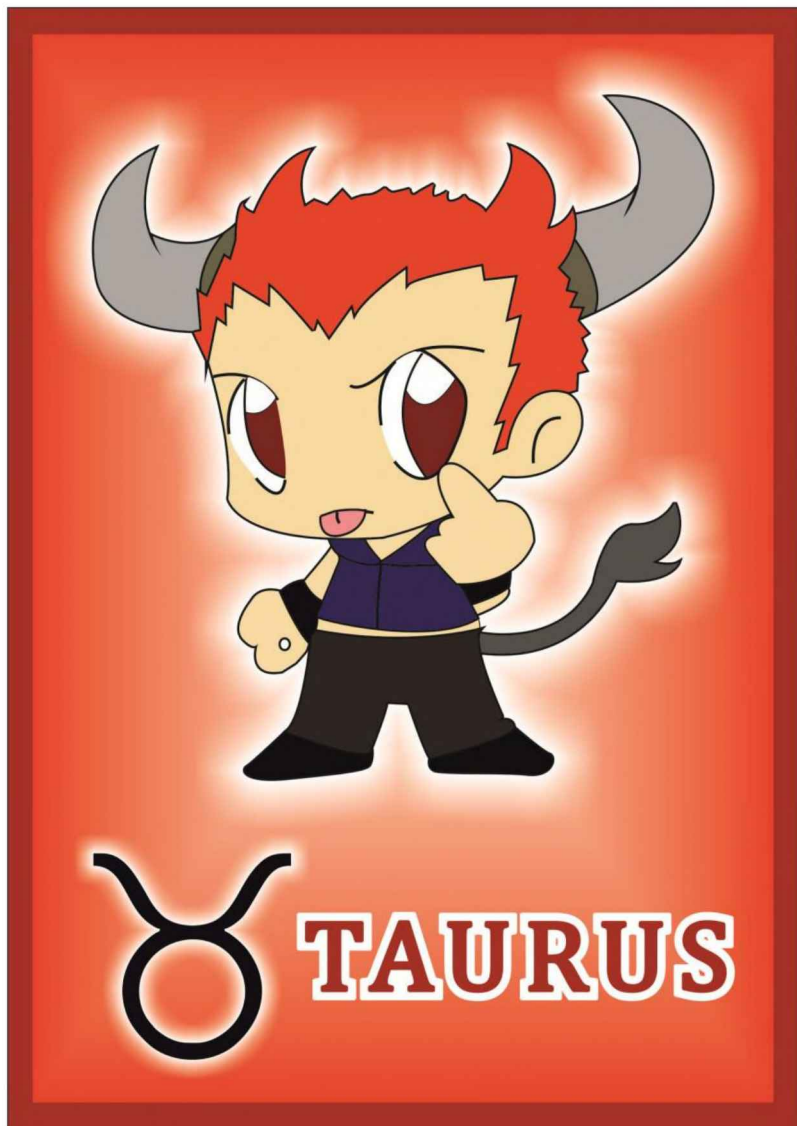




6.10 PUTU EKA CAHYA PRATAMA

Putu Eka developing the zodiac characters based on references from his visual memory and combining them with the illustration style of popular Manga.











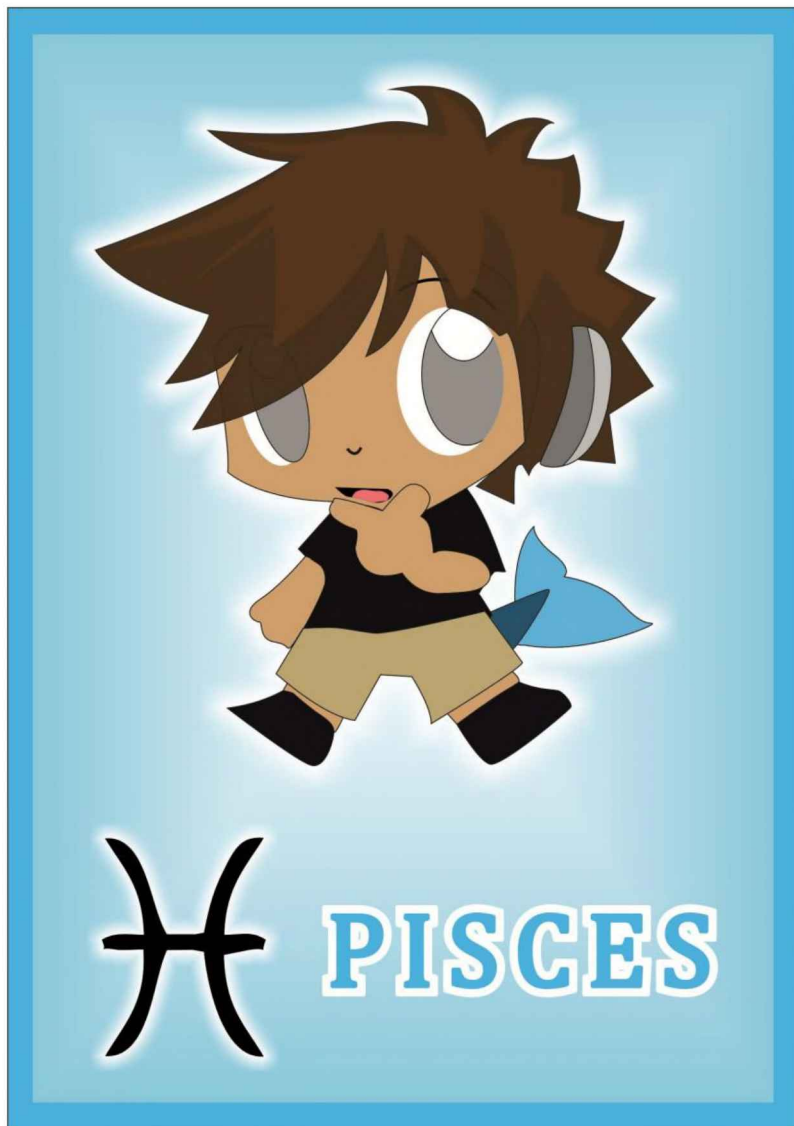












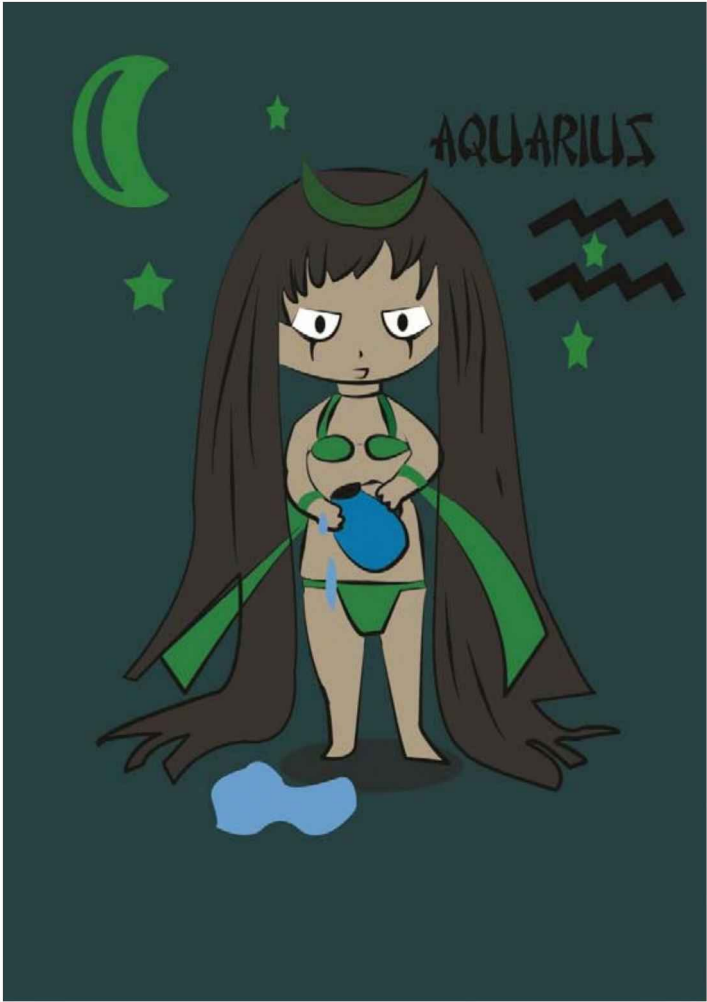


6.11 I WAYAN WIRA YASA



Email : wirarpl1@gmail.com
Website: www.icomputer.co.id

Wira Yasa has his sight that superhero character has a unique look that can be linked to the characteristics of the zodiac. One example is Enchantress (appearing on Suicide Squad_DC Comic), the character that he created associated with Aquarius. Harley Quinn (DC Comic) also appear as a character representation of Virgo and Gemini.











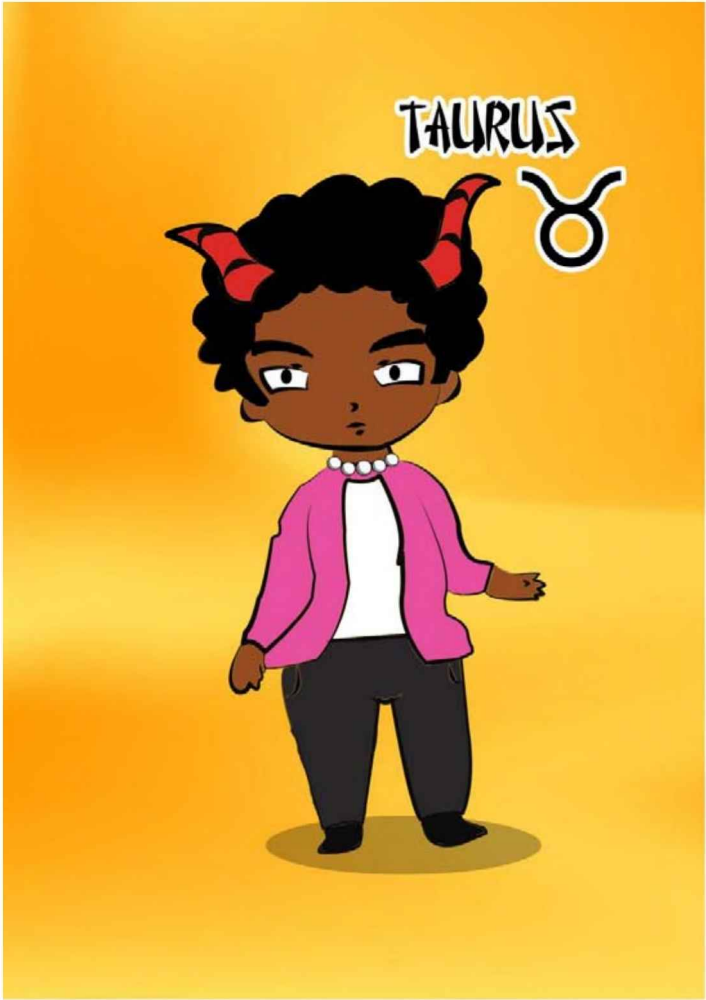














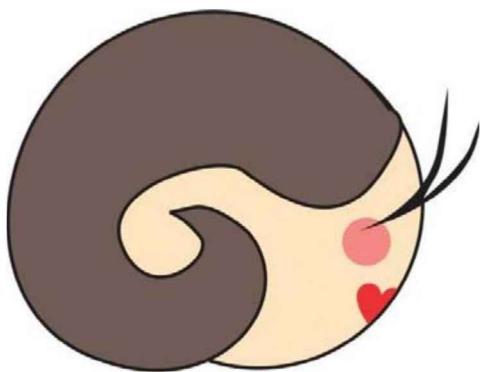
6.12 PUTU KRISNA YUDA PRATAMA



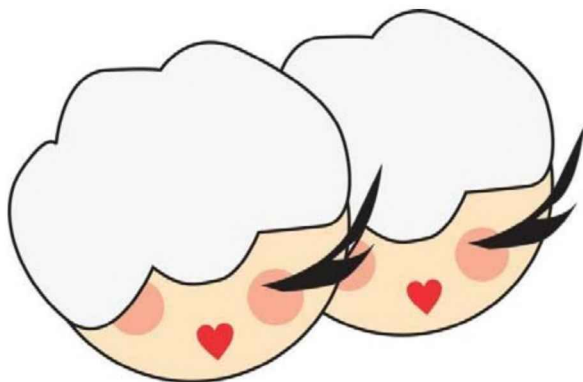
Yuda designed his characters with the composition of forms that is very simple, inspired by the model of emoticons, and look in tune with the character of Surfer Girl.



Taurus



Aries



Gemini



Cancer



Leo



Virgo



Libra



Scorpio



Sagittarius



Capricorn



Aquarius



Pisces



Aries



Taurus



Gemini



Cancer



Leo



Virgo



Libra



Scorpio



Sagittarius



Capricorn



Aquarius



Pisces

6.13 MUHAMMAD IMAM SAFII (IMAM MITOS)



Imam have a great passion in 3D modelling and another CGI stuff. Find him on his Facebook page @RustyVile, Fan Page @Vile3D, or send him a greet to : imamkimaru@gmail.com

As a very passionate Manga fans, and also a Cosplayer, Imam realized that his art influenced by Manga and Japanese culture. Let's see his artwork about Zodiac, then you decide if you can feel the Manga aura or not.

ARIES



TAURUS



GEMINI



CANCER



LEO



VIRGO



LIBRA



SCORPIO



SAGITARIUS



CAPRICORN



AQUARIUS



PISCES

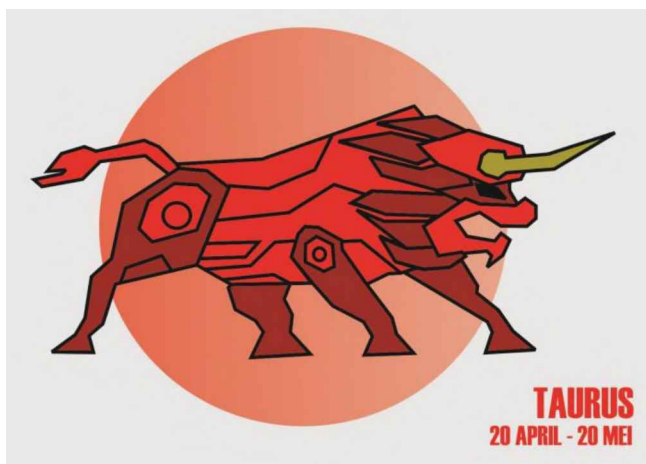
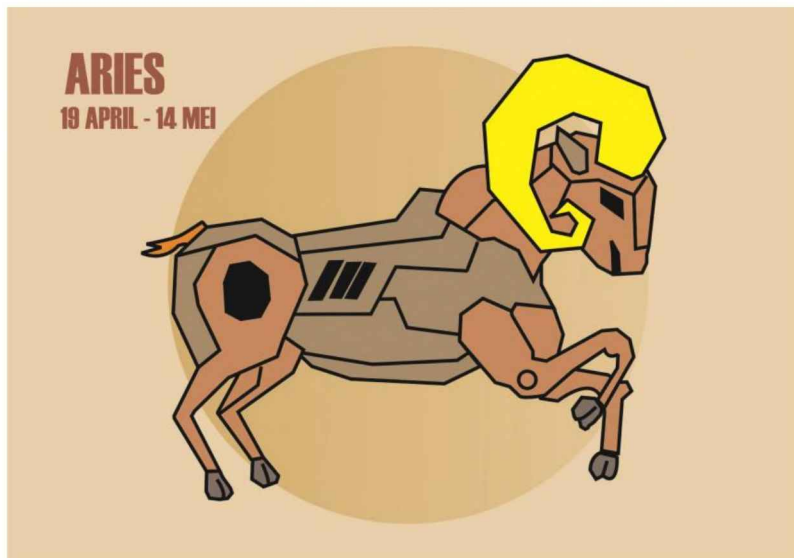




6.14 FAISAL HARIES



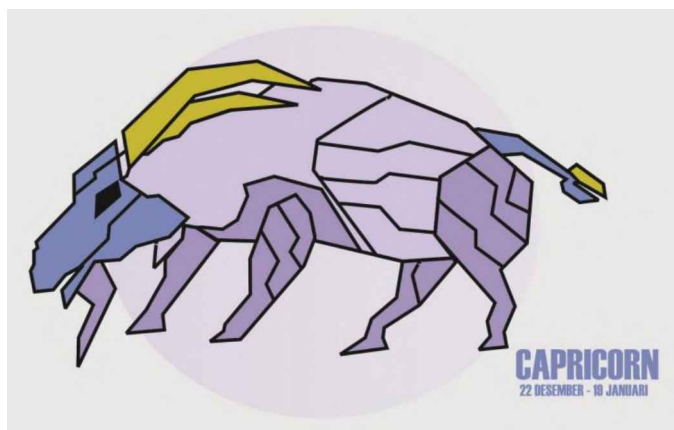
Faisal presents unique concept about Mecha zodiac. Every specific sign or icon of the zodiac visualized into robotic looks.

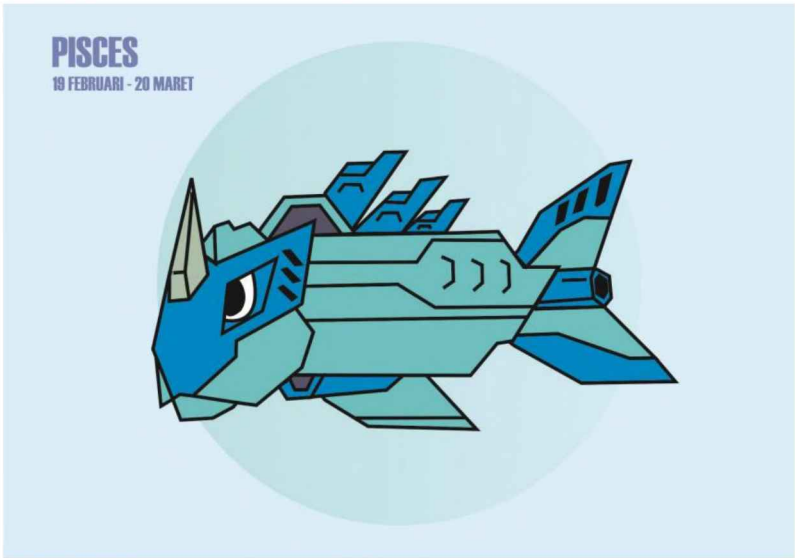
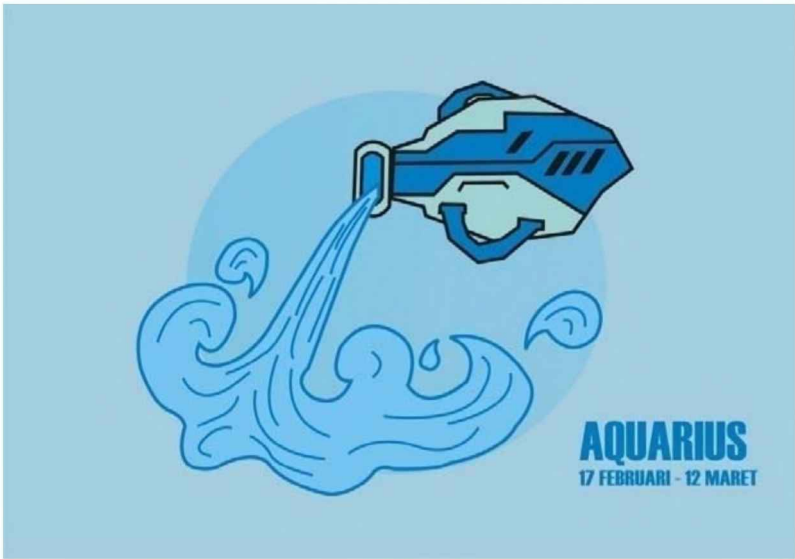








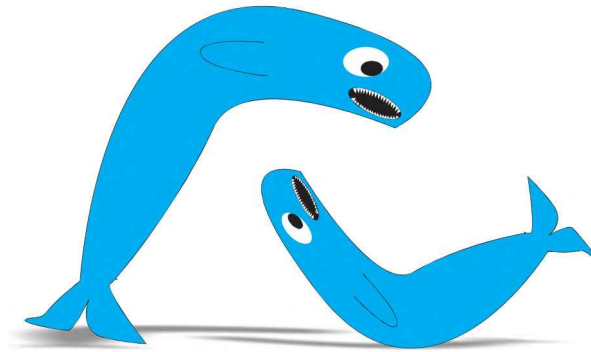




6.15 PUTU NOVITA HANDAYANI



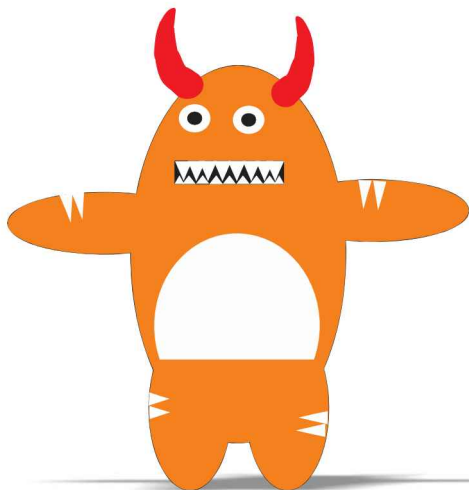
Novita trying back to create nostalgic style images made by children. The advantages of the concept is given to show us that the character or entities can be created with a very simple visualization.



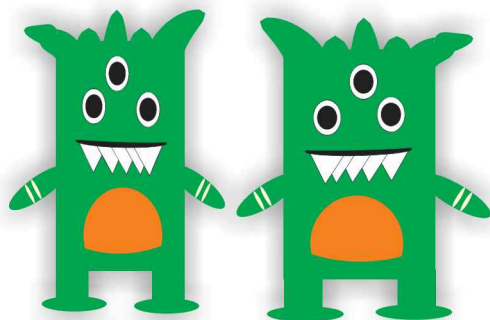
PISCES



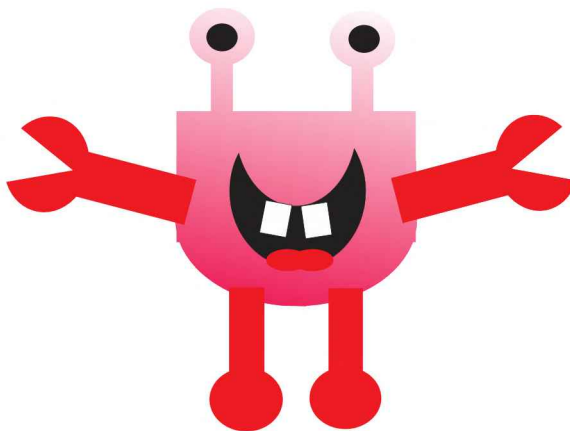
Aries



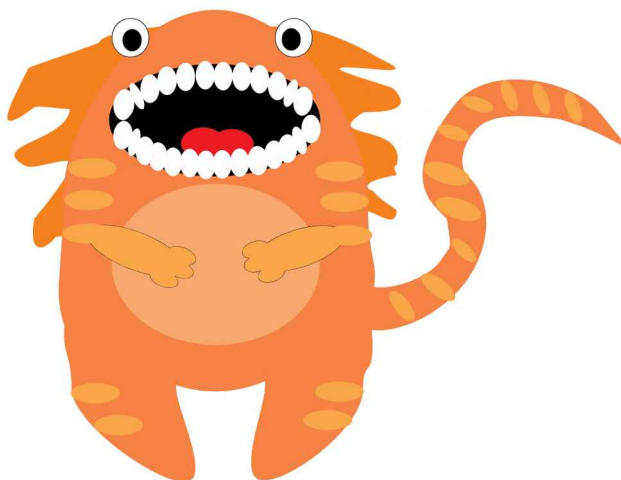
TAURUS



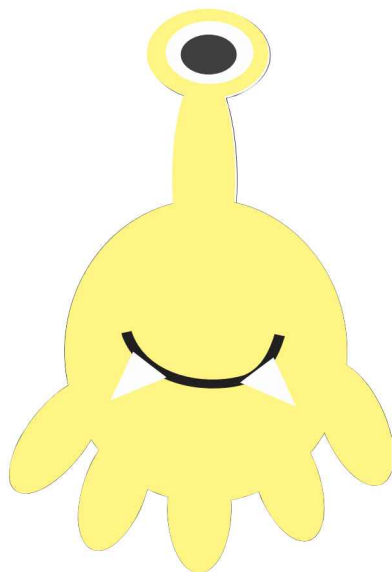
GEMINI



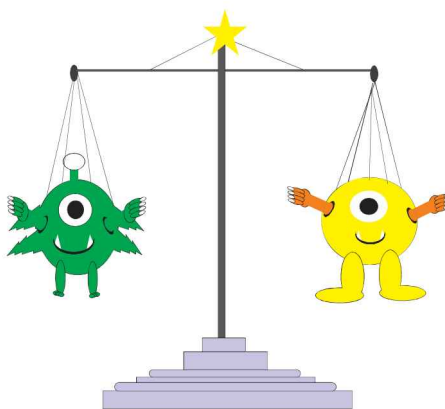
Cancer



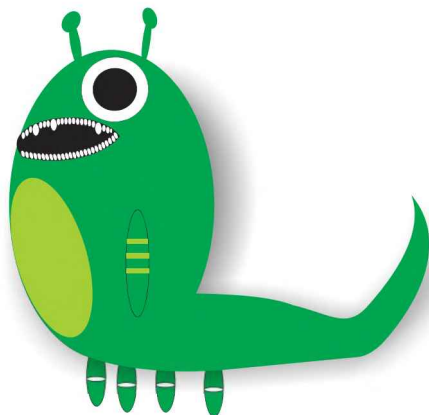
Leo



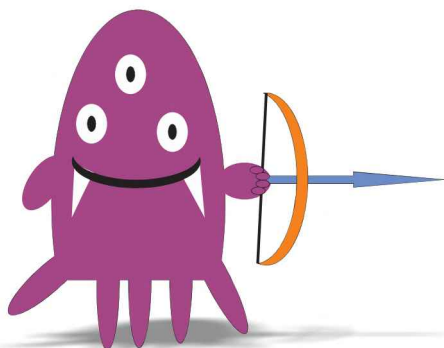
Virgo



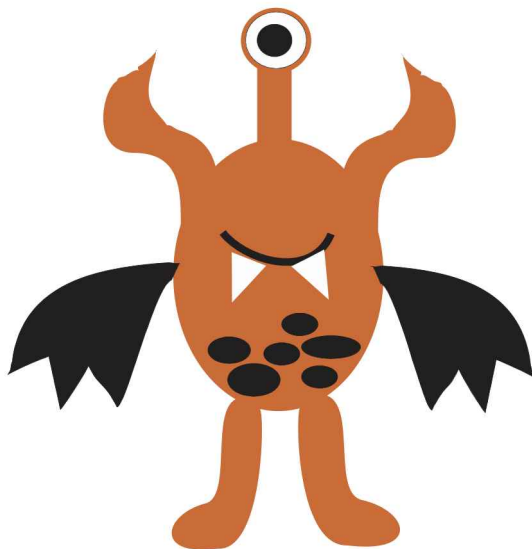
LIBRA



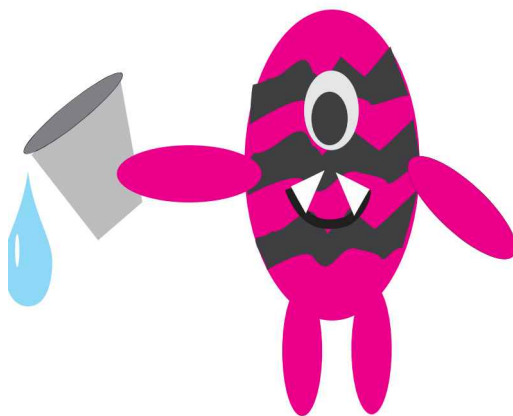
scorpio



SAGITARIUS



Capricorn



Aquarius

6.16 I NENGGAH ARI ARTHA



Nengah Ari explored the 'V' character, from V for Vendetta as his reference asset. If you may take a look closer to his face, you might feel kind a realize of what V face would be on him.



Fan art of character 'V'

V © 1988 David Lloyd & Alan Moore DC Comic

© 2005 Andy Wachowski & Larry Wachowski

presented in DC Comic (1988-..), and featured film (2005-..)



Fan art of character 'V'

V © 1988 David Lloyd & Alan Moore DC Comic

© 2005 Andy Wachowski & Larry Wachowski

presented in DC Comic (1988-..), and featured film (2005-..)



Fan art of character 'V'

V © 1988 David Lloyd & Alan Moore DC Comic

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presented in DC Comic (1988-..), and featured film (2005-..)



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Fan art of character 'V'

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Fan art of character 'V'

V © 1988 David Lloyd & Alan Moore DC Comic

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presented in DC Comic (1988-..), and featured film (2005-..)



Fan art of character 'V'

V © 1988 David Lloyd & Alan Moore DC Comic

© 2005 Andy Wachowski & Larry Wachowski

presented in DC Comic (1988-..), and featured film (2005-..)





Fan art of character 'V'

V © 1988 David Lloyd & Alan Moore DC Comic

© 2005 Andy Wachowski & Larry Wachowski

presented in DC Comic (1988-..), and featured film (2005-..)



Fan art of character 'V'

V © 1988 David Lloyd & Alan Moore DC Comic

© 2005 Andy Wachowski & Larry Wachowski

presented in DC Comic (1988-..), and featured film (2005-..)

6.17 KADEK SUKMA DWIPA PRAMESTA



Kadek Sukma illustrating Zodiac characters based on their aura colors. He got the form of each zodiac character by connecting them based on their profile and personality.



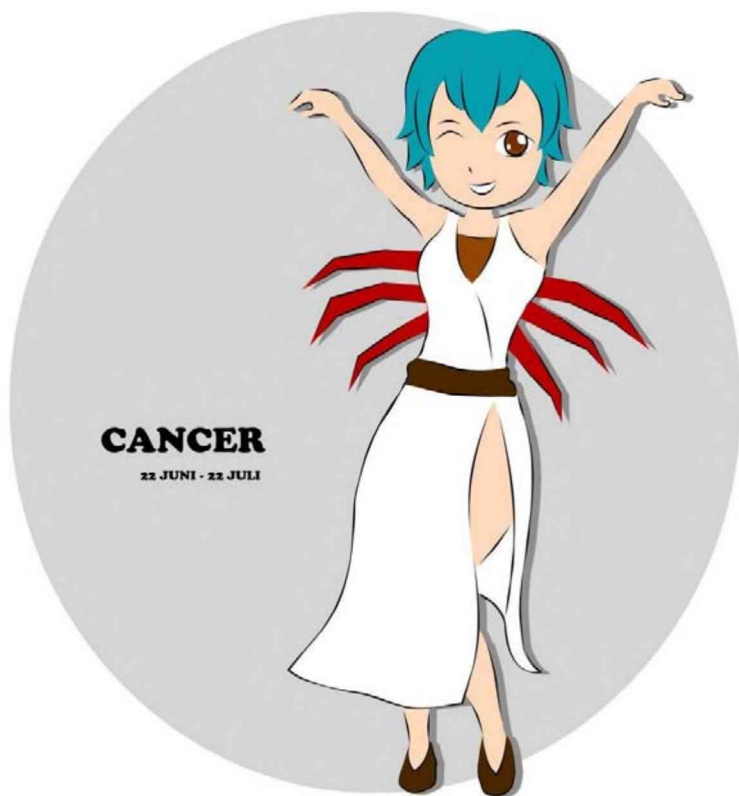
























6.18 IFAN PAMBUDI



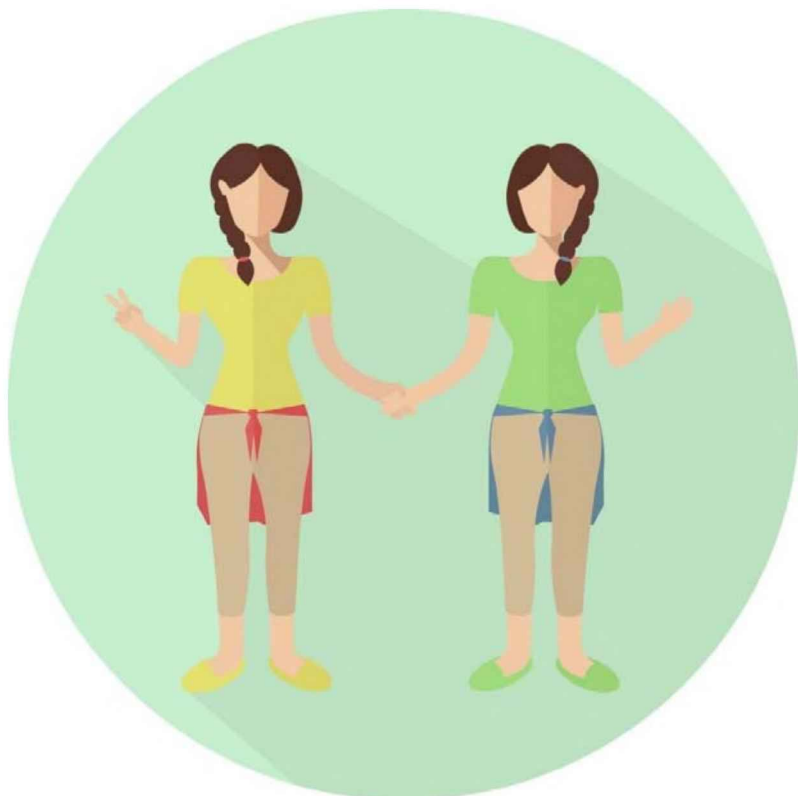
Ifan inspired by flat design style. Influence by pop art and a little bit manga, he create cool graphic from zodiac characters.



ARIES



TAURUS



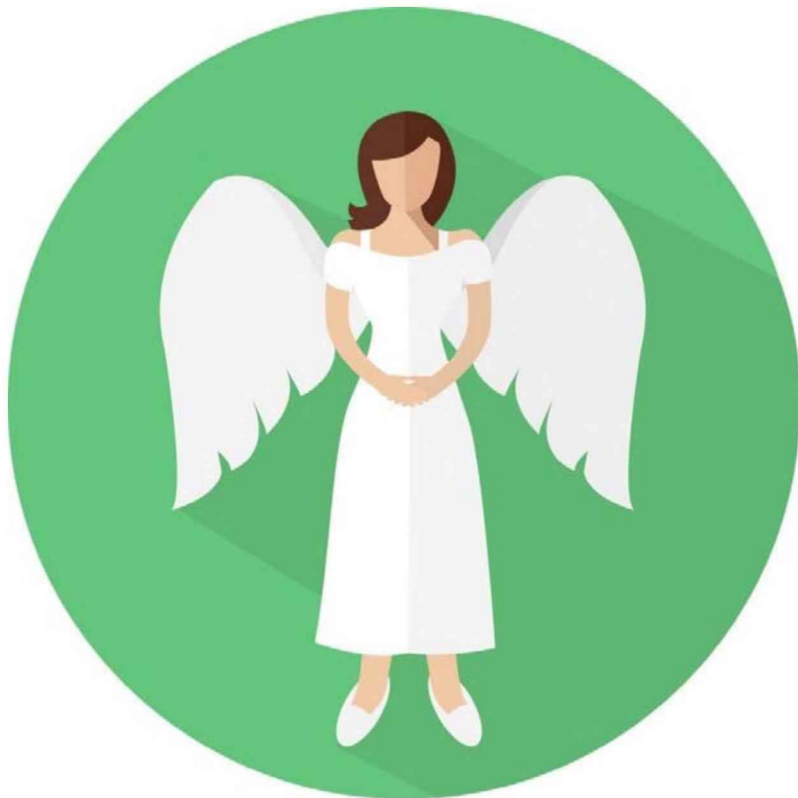
GEMINI



CANCER



LEO



VIRGO



LIBRA



SCORPIO



SAGITARIUS



CAPRICORN



AQUARIUS



PISCES

7. Conclusion

Students pay attention to several things in designing his zodiac character. First, pay attention to the common signs that each zodiac has. For example, Capricorn is represented by a goat, or Sagittarius represented by an archer, or a half-horse man carrying an arrow; Secondly, pay attention to various special profiles such as shading colors, planets or celestial bodies that affect; Third, unconsciously act creatively by adapting the Jungian archetype and then construct the Zodiac archetype in their own style.

The styles used vary, in response to the freedom of exploring the typical image styles themselves. Here is a description of the style distribution used by college students:

There are 7 people who try to make illustrations with the development of their own style, they are : Siska, Arnoldena, Sri Ningsih, Lely, Wira Yasa, Faisal, Novita; There are two people who illustrate the Cartoon Network adaptation. They are Rudiantika and Juda Pratama; There are 2 people who are inspired by other characters namely Ade Restan (inspired by Kaonashi, from Spirited Away) and Ari Artha adapting the V character from V for Vendetta.

There are 2 people who inspired the flat design style. They are Gonis and Pambudi. Only Putu Ari Deva adapt the classic style combined

with art nouveau. One of the most popular styles adapted by 5 people is Ardhi Kurniawan, Cahya Pratama, Imam Safii, and Dwipa Pramesta.

This project succeeded in giving flexibility for students in developing their own illustrative style.

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9. Glossarium

A		
Aesthetic	a set of principles underlying and guiding the work of a particular artist or artistic movement; relating to the philosophy of aesthetics; concerned with the study of the mind and emotions that explores the nature of art in relation to the sense of beauty	39
Animation	To make life; the process of making the illusion of motion and the illusion of change by means of the rapid display of a sequence of images that minimally differ from each other.	38, 39, 97, 257
Anthropomorphic	ascribing human form or attributes to a being or thing not human, especially to a deity; resembling or made to resemble a human form	iv
Aquarius	The water carrier represented by the zodiacal constellation Aquarius is Ganymede, a beautiful Phrygian youth.	34, 71, 84, 164, 196, 252
Archetype	The term "archetype" has its origins in ancient Greek. The root words are <i>archein</i> , which means "original or old"; and <i>typos</i> , which means "pattern, model or type". The combined meaning is an "original pattern" of which all other similar persons, objects, or concepts are derived, copied, modeled, or emulated.	iv, vi, 1, 2, 17, 23-35, 37, 254, 256
Aries	(♈) /'ɛəri:z/ (meaning "ram") Constellations represented in the form of ram	24, 36, 73, 86, 186, 242
art nouveau	an international style of art, architecture and applied art, especially the decorative arts, that was a movement in the visual arts, popular from between 1890 and 1910. It is viewed by some as the first self-conscious attempt to create a modern style	255

Astrology	the study that assumes and attempts to interpret the influence of the heavenly bodies on human affairs.	iii
Augmented Reality	Augmented reality is the integration of digital information with the user's environment in real time. Unlike virtual reality, which creates a totally artificial environment, augmented reality uses the existing environment and overlays new information on top of it.	43, 257
C		
Cancer	originating from the constellation of Cancer. It spans the 90° to 120° of the zodiac, between 90° and 120° of celestial longitude	27, 76, 89, 189, 245
Capricorn	Constellations represented in the form of goats	33, 36, 70, 95, 195, 251, 254
Cartoon	type of two-dimensional illustration. While the specific definition has changed over time, modern usage refers to : (1) a typically non-realistic or semi-realistic artistic style of drawing or painting; (2) an image or series of images intended for satire, caricature, or humor, or; (3) a motion picture that relies on a sequence of illustrations for its animation. An artist who creates cartoons is called a cartoonist.	iv, 254
Celestial	positioned in or relating to the sky, or outer space as observed in astronomy; belonging or relating to heaven; supremely good.	23
Constellation	a group of stars forming a recognizable pattern that is traditionally named after its apparent form or identified with a mythological figure. Modern astronomers divide the sky into eighty-eight constellations with defined boundaries.	36
F		
Fictional	relating to fiction; invented for the purposes of fiction; something invented by the imagination or feigned	¹

Flat Design	a style of interface design emphasizing minimum use of stylistic elements that give the illusion of three dimensions (such as the use of drop shadows, gradients or textures) and is focused on a minimalist use of simple elements, typography and flat colors.	iv, 39
G		
Gemini	originating from the constellation of Gemini. Under the tropical zodiac, the sun transits this sign between May 21 and June 21. Gemini is represented by The Twins Castor and Pollux.	26, 75, 88, 164, 188, 244
Globalization	the action or procedure of international integration arising from the interchange of world views, products, ideas, and other aspects of culture.	39
Golden Section	the division of a line so that the whole is to the greater part as that part is to the smaller part (i.e., in a ratio of 1 to $1/2(\sqrt{5} + 1)$), a proportion that is considered to be particularly pleasing to the eye.	40
H		
Hybrid	composite; formed or composed of heterogeneous elements.	39
I		
Iconic	relating to or of the nature of an icon.	iv
Infographic	graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends.	38
J		
Jungian	Derived from 'Jung' word which is came from the founder, Carl Gustav Jung. It described a theory about character model scheme, to understanding diversity of human characteristic	iv, vi, 1, 2, 17, 254
L		

Leo	originating from the constellation of Leo, representing Lion alike. It comes after Cancer and before Virgo	28, 65, 77, 90, 190, 246
Libra	Symbolized by the Scales of Justice ; It spans the 180–210th degree of the zodiac, between 180 and 207.25 degree of celestial longitude.	30, 79, 92, 192, 248
M		
Manga	comics created in Japan or by creators in the Japanese language, conforming to a style developed in Japan in the late 19th century.	iv, 137, 151, 185, 241
Multiculturalism	a term that describes the existence of multiple cultural traditions within a single country, usually considered in terms of the culture associated with an aboriginal ethnic group and foreigner ethnic groups.	39
P		
Persona	in the word's everyday usage, is a social role or a character played by an actor. The word is derived from Latin, where it originally referred to a theatrical mask	iv
Pisces	Symbolized by back to back twin fish that are in originating from the Pisces constellation. It spans the 330° to 360° of the zodiac, between 332.75° and 360° of celestial longitude.	35, 62, 72, 85, 197, 253
Pluralism	a condition or system in which two or more states, groups, principles, sources of authority, etc., coexist; when small groups within a larger society maintain their unique cultural identities.	39
S		
Sagittarius	Symbolized by the archer, associated with the constellation Sagittarius and spans 240–270th degrees of the zodiac. Under the tropical zodiac, the sun transits this sign between approximately November 23 and December 21	32, 45, 254
Scorpio	Derived from scorpion entity, It spans the 210–240th degree of the zodiac, between 207.25 and 234.75 degree of celestial longitude.	31, 80, 93, 193, 249

Staging	(in animation) an instance or method of presenting a play or other dramatic performance; Its ability is to inform every aspect of a narrative. Simply put. Staging directs the audience's attention toward the most important elements in a scene in a way that most effectively tells the story.	39
T		
Taurus	Ruled by the persistent and plodding Bull, Taurus energy has two speeds. It's either relaxed and contented (like a steer luxuriating in a verdant pasture) or hyped-up and ready to charge. It spans the 30–60th degree of the zodiac. The Sun is in the sign of Taurus from about April 21 until about May 21 or from about May 16 to June 16.	25, 36, 74, 87, 187, 243
V		
Virgo	Virgo is the second-largest constellation. It spans the 150-180th degree of the zodiac. Virgo's symbol is sometimes shown as a woman carrying a sheaf of wisdom, representing the harvesting of wheat at the time of year of the Virgo (late summer).	29, 65, 78, 91, 164, 191, 247
Visual Element	The visual components of color, form, line, shape, space, texture, and value. Line. An element of art defined by a point moving in space. Line. may be two-or three-dimensional, descriptive, implied, or abstract.	iii
Z		
Zodiac	The confinement of the constellation formations believed to affect the human nature born in the time span of each of the constellations' profiles	0, i, iii, iv, vi, 1, 23, 36, 37, 45, 53, 61, 83, 97, 123, 151, 164, 185, 199, 227, 241, 254, 263

10. Author Profile

I Made Marthana Yusa, S.Ds., M.Ds

holds a Bachelor of Design (S.Ds) and Master of Design (M.Ds) from the Faculty of Art and Design (FSRD), Institut Teknologi Bandung. Currently, the author works as a lecturer in Graphic Design and Multimedia, in Informatics Engineering Study Program, STMIK STIKOM Indonesia, Denpasar, Bali. After graduating from Bachelor of Strata One, the writer was active in Pipilaka Comic School, Bandung, then worked in Infinite Frameworks Studio animation studio, Batam. While studying Postgraduate Program of Design of ITB, the writer works in Oxygame game studio, Bandung, and some comic studio with remote work system, like Strivearth and Inner Kingdom Games, USA.



Foto Profil

**I Made Marthana Yusa, S.Ds.,
M.Ds**

Currently, the author is undergoing Doctoral Program of Cultural Studies of Udayana University. In the preoccupation, the author had worked on mobile game company Mobile X Labs, USA with remote system, and made some comic works. Author is also the director of research and commissioner at Imajilogi (PT.Imajilogi Komunikasi Kreatif | imajilogi.com). In the event of Indonesia Comic Competition 2013, in a collaboration, author with Pandu Mahardika successfully won 2nd Silver Winner Award. Author's digital painting artwork are also present in the anthology of Street Fighter Tribute by Capcom in 2008 organized by UDON studio, Canada. Author's comic works with Pandu Mahardika has been published nationally and internationally by An1mage publisher, Scotland, UK.

The author previously has done some research in the field of arts, design and multimedia, and attended national and international seminars, both as participants and speakers. The author's recent research is a study that explores meta-aesthetics in virtual entities, and the aesthetic achievement of digital artists.

Please visit author profile at these academic portal :

Google Scholar	https://scholar.google.co.id/citations?hl=en&user=AYrv2xQAAAAJ.html
Orcid	orcid.org/0000-0001-7642-8837.html
ResearchGate	https://www.researchgate.net/profile/I_Made_Marthana_Yusa.html
Academia	https://independent.academia.edu/MadeMarthanaYusa.html



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The Zodiac illustration project is also implemented with the aim of researching the tendency of students to illustrate a character (persona) based on a specific scheme (archetype). The specific scheme chosen is the zodiac archetype, the archetype reference that also revealed earlier is Jungian archetype.



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